

# THE **Star** ONLINE

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## Be dazzled by Chanel's pop-up boutique at Suria KLCC



French luxury label Chanel has opened the doors to an utterly dreamy boutique in Suria KLCC. The 400sqm pop-up will replace its flagship store, which is undergoing an exciting new transformation before relaunching later this year.

The feminine mood, as well as vibrant palette, details and motifs of the Spring/Summer 2018 collection contrast gorgeously against the minimalistic, graphic decor of the ephemeral space.

Stepping inside, customers will be drawn to an expansive handbag wall. Shelving, designed in grid-like graphic lines, is illuminated by neon tube lighting and softened by feminine accents of champagne gold.

The same modular design features in the shoe section, where the season's latest is displayed. This is in addition to the latest costume jewellery decorating the store's rear wall.

Three concrete display modules frame the ready-to-wear in a striking fashion. In the centre, monochromatic mannequins showcase a rotation of the defining looks from the collection.

The boutique also encourages a feeling of comfort thanks to an exclusive, sumptuously decorated VIP dressing room and custom furniture scattered throughout, inviting customers to take their time and peruse the lavish offering.



The pop-up boutique exudes an elegant, luxurious feel.

(Source: <https://www.star2.com/style/2018/05/28/chanel-ephemeral-pop-up-boutique-suria-klcc/#fY0Q2GgYDs42Owbb.990>)