

Wednesday, 7 October 2020

Berluti opens first Malaysian store in KL



French men's fashion house Berluti has opened Malaysia's first store in Kuala Lumpur in partnership with Indonesian retail firm Time International.

Located at Suria KLCC, the Berluti store occupies a 105sqm space, offering a selection of men's shoes, leather goods, ready-to-wear and accessories.

The store's facade features a wooden-patterned wall and a display box showing the latest Berluti collection. The interior design uses a warm brown beige palette to highlight the masculinity elements.

"The 'full-grain' club ambiance flawlessly complements the speakeasy reference of the Patina Wall, a genuine ode to Berluti's savoir-faire," the company said in a statement.

"This store shows our commitment to build and expand the brand's presence in Malaysia and celebrate the iconic French brand with our clients," said Irwan Danny Mussry, president and CEO of Time International.

The store also houses the Fall/Winter 2020 ready-to-wear and accessories collection and the Maison's first patterned canvas collection designed by Artistic Director Kris Van Assche.

(Source: <https://www.retailnews.asia/berluti-opens-first-malaysian-store-in-kl/>)