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Watch: Discovering Objects of Desires at The New Chanel Suria KLCC Store



We tour the newly opened 2-storey Chanel boutique, encountering glittering and wearable treasures that evoke Gabrielle Chanel's iconic soul.

We've waited with bated breath for the reopening of Chanel Suria KLCC most of the year. Although we did enjoy every nook of the milestone ephemeral boutique, we were thrilled to be among the first to welcome the store when it debuted late November.

Built like a life-sized treasure box, the 2-storey boutique is designed by architect Peter Marino, a firm favourite of the house for his complementary aesthetics codes. The 5,000 sq. m space, modelled after Gabrielle Chanel's Parisian apartment, is a whisper of the elegant and timeless Chanel heritage, albeit with modern touches.



Chanel Suria KLCC - Accessories corner on the ground floor



Chanel Suria KLCC - An extension of Chanel accessories



Chanel Suria KLCC - Salon on the upper floor



Chanel Suria KLCC exterior façade

The ground floor of the boutique opens into a gallery of its latest offerings, before branching out into bright and spacious rooms of ready-to-wear, accessories, shoes and handbags. Besides the new Chanel 31 bags, patrons have the opportunity to discover the Coco Crush fine jewellery collection, and exquisite timepieces like the Code Coco.

In keeping with the house's appreciation for arts, specially commissioned pieces are showcased alongside merchandise like Elizabeth Garouste and Mattia Bonetti's 'cabinet jalousie' and Vik Muniz's 'Chanel, Pictures of Diamonds' that greet you atop the grand staircase. The upper level takes on a cosier ambiance, inviting shoppers for an idyllic touch-and-feel of updated classics, or even reserve for intimate parties.

E-commerce may be booming but the Chanel Suria KLCC store is restoring the desired shopping experience with a dash of creativity.

Visit the store at G06-07 & 105, ground and first floor, Suria KLCC or follow #CHANELatKLCC.

(Source : <https://my.asiatatler.com/style/watch-discovering-objects-of-desires-new-chanel-suria-klcc-store>)