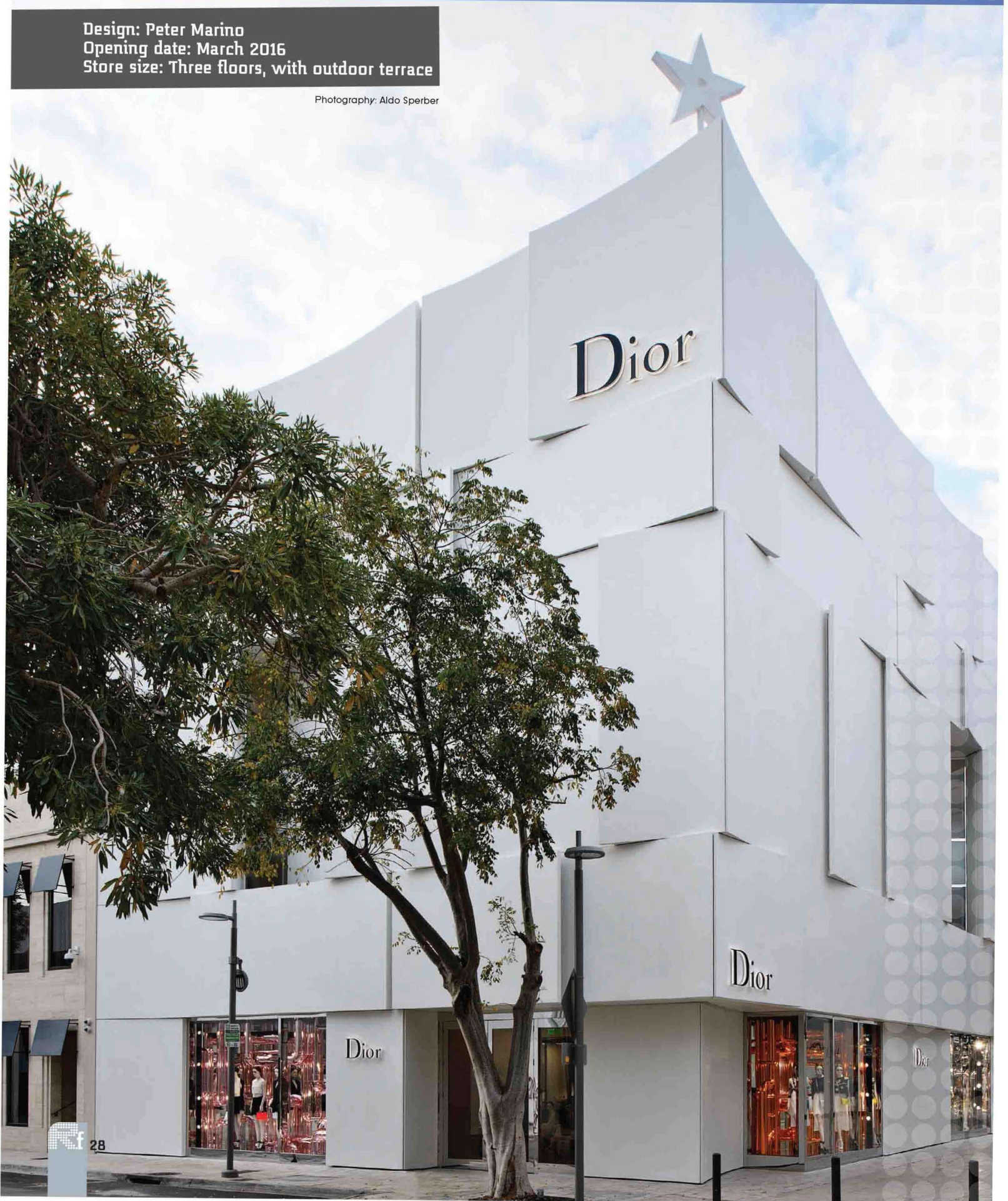


Dior

Miami, Florida

Design: Peter Marino
Opening date: March 2016
Store size: Three floors, with outdoor terrace

Photography: Aldo Sperber



French luxury fashion house Dior is continuing its US expansion with a new standalone women's boutique in the Design District of Miami, Florida. The three-storey retail space takes its inspiration from the brand's worldwide flagship on Avenue Montaigne in Paris, designed by American architect, Peter Marino.

The building's distinctive white facade was designed in partnership with Barbarito Bancel Architectes and has been constructed with decorative concrete panels to complement Miami's evolving art and design scene. It is the first Dior boutique in the US – and the third in the world – to feature a star installation as a symbol of good luck (the other sites are in Omotesando, Tokyo and Seoul, Korea).

The luxury interior is spread across

three levels and brings together the house's ready-to-wear line, accessories, bags, shoes, fine jewellery and timepieces.

The first floor is home to a mix of merchandise across all categories, including accessories, signature handbags and a dedicated salon for fine jewellery and watches.

The second floor features the ready-to-wear salon and seating area, while the third floor houses an exclusive VIP area, as well as a garden terrace.

Dior commissioned several contemporary artists to design works of art for the boutique that reflect the codes of the house, including a Terence Main 'Five' cast aluminium bench at the entrance of the store, a Véronique Rivemale desk lamp in the fine jewellery and watches salon,

and a Fredrikson Stallard 'Crush' console near the entryway to the lift. In addition, an impressive video art wall by Oyoram is positioned along the staircase leading up to the second floor.

Other design highlights include a Fredrikson Stallard 'Hurricane' mirror, hanging Mylar sculptures by Larry Bell, Franck Evennou 'Coque' stools and Charlotte Perriand 'Riflesso' console in the VIP room.

The new Miami Design District boutique is designed to offer a modern shopping environment, reflecting Dior's heritage of timeless elegance, luxury and innovation. It joins Dior Homme, which opened in the area in 2012, with a fifth US flagship store slated to open this month in San Francisco. **Rf**

