

Lane Crawford Opens the First Luxury Department Store in Chengdu

Written by Australian Business

HONG KONG, CHINA- [Media OutReach](#) - March 17, 2014 - [Lane Crawford](#)

, the iconic, luxury department store, has opened in Chengdu, bringing the first multi-brand luxury fashion and lifestyle destination to one of China's fastest growing luxury markets.

Located in the new Chengdu International Finance Square, the Lane Crawford store totals 82,000 square feet, the same size as its Hong Kong flagship at ifc mall. The store is set over two floors, with more than 300 international brands across womenswear, ladies' shoes and accessories, beauty, menswear, men's shoes and accessories, and home & lifestyle.

The store represents an RMB 300 million investment and follows the opening of Lane Crawford's China flagship in Shanghai in October 2013. Lane Crawford's portfolio in mainland China also includes two stores in Beijing and a global online store, fully optimised for the China market with Chinese language editorial, customer service and payment capabilities.

"Lane Crawford is invested in creating the future of global retail, in the market of the future. We are building beautiful stores strategically positioned in major regional hubs in Greater China. Our stores are seamlessly connected to our digital flagship through product and service, and this enables us to cover all of China, extending reach into new markets for our customers and importantly, also for our brand partners,"

Andrew Keith

, President, Lane Crawford said.

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"We've seen first-hand the appetite for designer fashion and lifestyle through the increasing numbers of Chengdu residents coming to Lane Crawford in Hong Kong and our online store -- not simply to buy but also to learn and experience the world of style. That same passion and eagerness to engage and learn was also very striking in the 200 staff we've recruited. So we're very excited about creating a dynamic shopping destination here," Mr Keith said.

Lane Crawford is unique in Greater China for its "buyers model" executed at the scale of a department store, while other multi-brand retailers operate concession models, essentially renting space to brands. Mr Keith said the unique collection of merchandise for Lane Crawford Chengdu IFS was selected by a buying team of 85 experts who have close relationships with brand partners and designers globally, with 40% of brands exclusive to the market.

On level 3, the beauty destination offers more than 40 brands including **Burberry, Clarins, Christian Dior, Givenchy, Giorgio Armani Beauty, Lancome, La Mer, La Prairie, Sisley** and **SK-II**

, as well as bringing new and exclusive fragrance and gadget brands such as **Acqua di Parma, Atelier Cologne, Bioeffect, Comfort Zone, Diptyque, GHD, Tangle Teezer, Thann** and **Violent Lips**

. Dedicated to an innovative and inspiring beauty shopping experience, the department features Beauty Service Reception and The Edit areas to cater to all beauty needs,

Franck Provost Paris

hair salon and

Merci Beauty Lounge

, plus a series of private cabins with specialised beauty services and treatments for customers to relax and indulge in.

Home and Lifestyle, also located on level 3 features a definitive edit of lifestyle and travel accessories from **Agrestì, Cire Trudon, Dyson, Jonathan Alder, Hasselblad, L'Objet, Marshall, Native Union, Rimowa, Smythson, Strida, Voluspa** and **X+Q**, with

Aquiesse, Croll & Denecke GmbH, Gentlemen's Tonic, Mario Luca Giusti, Seda France, Skeem

and

The Aromatherapy Company

being exclusively available at Lane Crawford Chengdu IFS.

The Ladies Shoes and Accessories department, called The Shoe Gallery is segmented into four zones which have been designed to capture the diversity and range of the department's selection while offering an unrivalled customer experience. From designer brands like **Alaia, Alexander McQueen, Balenciaga, Charlotte Olympia, Gianvito Rossi, Giuseppe Zanotti Design, Givenchy, Jimmy Choo, Lanvin, Nicholas Kirkwood, Proenza Schouler, René Caovilla, Stella McCartney**

and

Valentino;

contemporary brands such as

Alexander Wang, 3.1 Phillip Lim, Kenzo, McQ, Toga

Pulla

and

Tory Burch.

While Weekend/Cool Kids area is dedicated to the casual chic leather goods as well as kids' shoes, such as

ASH, Adidas X Jeremy Scott, Cambridge Satchel, Onitsuka Tiger, TOM

S

and

UGG Australia

andMarket Place features a unique array of fashion accessories

from brands such as

Alexander McQueen, Erickson Beamon, Maison Michel,

Valentino,

as well as eyewear brand from

Linda Farrow Luxe, Rayban

and

Victoria Beckham.

Womenswear features brands range from international designers including **Alaia, Alexander McQueen, Givenchy, Jason Wu, Lanvin, Stella McCartney**

and

Valentino

to new generation designers including

Alexander Wang, Peter Pilotto, Preen, Prabal Gurung, Proenza Schouler

,
Sacai, Stella Jean, Toga

and

Victoria Victoria Beckham

, and contemporary collections including

Alice + Olivia, Carven, J.Crew, Maje, Markus Lupfer, Sandro

and Chinese designers

Chictopia by Christine Lau, Helen Lee

and

Ms Min by Min Li

, as well as lingerie from

Agent Provocateur.

Also on level 4, the ultimate one-stop destination for men features more than 40 brands from modern tailoring, international designers and contemporary labels; including **3.1 Phillip Lim, Alexander McQueen, Alexander Wang, Attachement, Danward, Denham, Engineered Garments, Givenchy, Hardy Amies, Isaia, J. Crew, Kitsune, Lanvin, Nanamica, PRPS, rag & bone, Sacai, Scotch & Soda** and **Valentino.**

The men's shoes and accessories department is divided into four key areas featuring international designer brands, modern classic design as well as the latest contemporary & lifestyle accessories, all featuring a wide range of the most sought-after brands in fashion including

Alexander McQueen, Alexander Wang, Ash, Balenciaga, Car Shoe, Givenchy, Giuseppe Zanott Design, Jimmy Choo, Lanvin, Magnanni, Paul Smith, 3.1 Phillip Lim, Pierre Hardy, TOMS

and

Valentino.

The store design is cool and modern, with an open and flexible floor plan featuring two enormous LED screens for digital content and pop areas for collaborations and exhibition. The space is punctuated by a dramatic void which features a three metre high sculpture entitled The Scribble by international artist Hirotoishi Sawada who has also created The Lattice, a series of architectural screens in the menswear area. The majority of materials including limestone, grey and white marble, oak and walnut flooring, have been sourced locally.

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The store offers a host of exclusive personalised services including a Concierge team and a luxurious 5,700 square foot suite for personal styling and private events. Exclusive beauty services include Beauty Service Reception, six beauty treatment suites, a hair salon and nail bar, with almost 2,000 square feet dedicated to a calendar of activities including complimentary skin and makeup consultations, beauty tips and trends workshops, product samples and new services.

As part of Lane Crawford's connected commerce strategy, the Chengdu store and Lane Crawford's online store are completely connected to provide a seamless shopping experience. Customers in Chengdu can enjoy same day delivery of online orders, or collect or return their online order at the Online Shopping Concierge, a 1,000 square foot space featuring fitting rooms and mobile devices.

More than 3,000 square feet is designated for creative displays and specifically, a space called The Hub aims to showcase and support emerging creative talent in fashion, art and design, by showcasing their work in the heart of the store.

For high resolution images:

<https://lanecrawford.app.box.com/s/yp7jds4hrssxz4x8huty>

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Company logo:

<http://release.media-outreach.com/release.php/Images/1649>

About Lane Crawford Founded in 1850, Lane Crawford is an iconic, luxury department store driving a “connected commerce” strategy focused on creating a seamless shopping experience across its physical stores in Greater China and its global online store.

With more than 600,000 square feet of retail space, Lane Crawford has 10 points of sale, across Hong Kong, Beijing, Shanghai and Chengdu. With an online store, purpose built for China while also shipping globally, Lane Crawford is China’s first luxury omni-channel fashion retailer.

Featuring the largest designer portfolio across Womenswear, Menswear, Cosmetics, Home and Lifestyle, and Fine Jewellery in the region, Lane Crawford showcases more than 800 international brands.

Lane Crawford is unique for its wholesale model and direct brand partnerships in a market otherwise dominated by concession models. This enables Lane Crawford to present its edit with authority in creative store environments fusing fashion, design, art and music and extend elevated levels of personalised service. Regarded as an industry benchmark for innovation in retail concepts and creative, Lane Crawford holds a number of prestigious international awards including The National Retail Federation’s International award selected by global industry leaders.

Lane Crawford is a part of The Lane Crawford Joyce Group, Asia’s premier fashion retail and brand management group, which includes cutting edge fashion boutique Joyce, fashion footwear, handbags and accessories specialist Pedder Group and retail, brand management and distribution company ImagineX.