

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. 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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"Chengdu as the thriving gateway to Western China and the financial centre of the region, is integral to this strategy. There are key indicators of rapid and continued growth in the region with strong GDP, a robust environment of foreign direct investment, a dynamic technology industry and double-digit average income growth. Not surprisingly there is an expanding super rich community and it is one of the most productive luxury goods markets in China.

"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 really dynamic business 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 Chengdu Lane Crawford was selected by a buying team of 85 experts which has close relationships with brand partners and designers globally.

Featured brands range from international designers including Azzedine Alaïa, Alexander McQueen, Givenchy, Lanvin, Stella McCartney and Valentino to new generation designers including Alexander Wang and Sacai, and contemporary collections including Alice & Olivia, J.Crew and Chinese designers Chictopia by Christine Lau, Helen Lee and Ms Min by Min Liu.

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 Sawada who has also created The Lattice, a series of architectural screens in the menswear area. The majority of materials including limestone, grey

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and white marble, oak and walnut flooring, have been sourced locally.

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 six beauty treatment suites, a hair salon and nail bar, with almost 2000 square feet dedicated to a calendar of activities including complimentary skin and makeup and fragrance 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 and store orders, or collect or return their online order at the Online Shopping Concierge, a 1000 square foot space featuring fitting rooms and i-pads.

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.

Mr Keith concluded, "We're very happy with the way the Lane Crawford business has been performing, recording double digit sales growth in Greater China -- and triple digit growth online. But as a heritage brand celebrating its 164th birthday this year, we have a responsibility to ensure the long-term sustainability of the business by building for the future. With two significant

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stores in Shanghai and Chengdu completed within six months of each other, and an online store that is increasing its category and product range with the aim to parallel a physical flagship store, we have bolstered the foundations for the next generation of Lane Crawford."

For high resolution images and more information, please download here: <https://lanecrawford.app.box.com/s/yp7jds4hrssxz4x8huty>

Company logo:

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

About Lane

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.

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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.