



The new 1,100 square foot shop is located on Brighton Way, just a block off of Rodeo Drive. It showcases the debut collection from Berluti's new creative director, Haider Ackermann, which includes velvet evening jackets, cashmere sweaters and suiting in addition to a plethora of signature leather accessories.

The Beverly Hills store will also be the exclusive retail destination for the line's Playfield sneaker, a lizard shoe that retails for \$4,500. Pieces from Berluti's lifestyle category called "Toys for Boys" are available in store. These include a made-to-order leather guitar case, hand-stitched leather guitar straps, a bicycle, and a calfskin wrapped silver plated flask that retails for \$2,100.

Originally founded as a footwear brand in the nineteenth century by Italian shoemaker Alessandro Berluti, the label has expanded into accessories, apparel and lifestyle categories over the past decade. In 2012 Berluti acquired Parisian bespoke label Arny's which has in turn added made-to-measure menswear to Berluti's offerings.

The back wall of the Beverly Hills store features artwork that pays tribute to the company's history of developing footwear patinas. Now men can choose from 40 different patinas for their footwear. The theme of patina is woven throughout the space from a chair and leather rug to stone finished shelving and fixtures.

Berluti said in a statement, "Fueled by an eruption of creative ferment over the past decade, L.A. has emerged as a global powerhouse in the arenas of art, architecture, design and fashion."

LA-based celebrities including Will Smith and Brad Pitt are contemporary fans of the label which was also worn by historically well-dressed men including Yves Saint Laurent, John F. Kennedy, Frank Sinatra and Pablo Picasso.

The first LA Berluti is now open. It is located at 9533 Brighton Way in Beverly Hills.