

# Berluti

Paris

*Bottier depuis 1895*

## Berluti Opens Los Angeles store

Berluti, the Parisian shoemaker founded in 1895, has opened its first Los Angeles flagship in Beverly Hills. The choice of Los Angeles for the expansion of the iconic heritage brand was a natural. Much like Paris in the late-nineteenth century, Los Angeles is a city poised at a critical juncture between the past and the future. Fuelled 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. Berluti is proud to play a part in the city's evolving cultural transformation.

The new Los Angeles store reflects a seamless fusion of Berluti's DNA--exquisite craftsmanship, singular materials, and unmatched style--with classic California cool. Located in the heart of Beverly Hills, at the corner of Rodeo Drive and Brighton Way, the boutique occupies an historic Spanish-style building with large windows that flood the 1,100-square-foot space with L.A. sunshine.

*"This emblematic Beverly Hills address is an affirmation of our presence in the US and marks the opening of our fifth store in America.," says Antoine Arnault – CEO of Berluti. "The innovative new concept pays homage to Los Angeles while remaining faithful to Berluti's deep traditions in the art of leather and patina"*

Stepping through the glass doors of the arched entryway, one enters a world of quiet luxury and restraint—the world of Berluti. Wood floors laid in a traditional herringbone pattern have been given a modern twist with over-sized blond-grey planks. Plaster walls are hand-finished in a warm-grey tone to evoke the subtle effect of natural stone. Display fixtures combine vertical slabs of onyx, smooth grey-lacquered shelves, and elegantly attenuated, hand-polished bronze frames. The look is as masculine as it is discreet.

Cutting-edge lighting is designed to celebrate the meticulous detailing of the goods on offer as well as the environment in which they are displayed. As the eye settles within the pale, luminous setting, those glorious details come into sharp focus. Front and center, a custom display table on bronze legs boasts a stone surface finished to mimic the patina of leather. In the fitting area, a lacquered display case floats on a luxurious carpet of grey-green silk. The focal point of the interior is a dramatic wall lined with bottles symbolizing the secret tinctures used for generations to create the signature patinas of Berluti footwear.

A classic leather club chair sitting on a field of mahogany-brown leather floor tiles provides the ideal spot for trying on shoes. The club chair is joined by a vintage sofa, upholstered in sumptuous green velvet, by the Milanese design maestro Luigi Caccia Dominioni—a fitting tribute to Alessandro Berluti, the Italian shoemaker who founded his namesake brand in Paris at the close of the nineteenth century.

Berluti was established in Paris in 1895 and has been built by four generations of shoemakers. In 2005 fine leather goods were introduced and, in 2011, a complete clothing collection. A unique bespoke service from head-to-toe is now available through Berluti's workshops at the rue Marbeuf and rue de Sèvres locations in Paris. Berluti now has over 45 stores worldwide.