



EXCLUSIVE

Schiaparelli Doubles Size Of Its Harrods Boutique

- The gold-and-black decor has a Surrealist spin, with a jewelry room designed like an Art Deco bathroom.

BY JOELLE DIDERICH

PARIS — Schiaparelli has doubled the size of its shop-in-shop at Harrods, as part of the London department store's ongoing revamp of its first-floor luxury womenswear department.

The space, which originally opened in 2023, has been expanded to 2,390 square feet and redesigned as an apartment-like boutique with a Surrealist spin.

Inspired by the maison's historic headquarters at 21 Place Vendôme in Paris, the gold-and-black decor was conceived by Schiaparelli creative director Daniel Roseberry in collaboration with Stockholm-based architecture agency Halleroed, which has designed stores for the likes of Alaïa, Acne Studios and Khaite.

"The creative alchemy between Daniel Roseberry and the design duo Halleroed gave birth to this sophisticated, daring and immersive concept — our very first of its kind — crafted to surprise and enchant our clients while remaining profoundly true to the spirit of Schiaparelli," Delphine Bellini, chief executive officer of Schiaparelli, said in a statement.

"This new boutique-atelier reflects our vision of luxury retail as a singular, elevated and tailor-made experience. It is a tribute to the trust of our clients, the unwavering dedication of our teams, and the exceptional partnership we share with Harrods," she added.

Simon Longland, director of fashion buying at Harrods, said the store will have a dedicated room for shoes and accessories, another for jewelry, and double the space for ready-to-wear, spread over three separate rooms. This reflects the brand's expansion into new categories in recent years, including denim and summer collections.

There is also a boudoir-like VIP lounge with a black marble fireplace, a bed-like couch and mirrored paneling.

"It's really about making it a full shop-in-shop, full flagship experience, both in terms of the client journey, but also from the product offer," he told WWD. "It's allowed all of the categories room to breathe and the space is now big enough

that we can really look after multiple clients at the same time."

Though the expansion was planned from the start, the Schiaparelli unit has outperformed expectations. "The strength of the business, the growth of the business, the client reactions, have been even better than I could have dared hope from Day One," Longland said.

Since making his debut at Schiaparelli in July 2019 after a decade-long tenure at New York-based label Thom Browne, Roseberry has established a reputation for sculptural designs peppered with gilded body parts. He's also created viral red carpet moments on such famous women as Lady Gaga, Bella Hadid and Kylie Jenner.

"There is a sense of scarcity and rarity and exclusivity to every single piece, from couture down to the ready-to-wear," Longland said. "It's intelligent clothing. It's super clever as there's always a story and an emotion behind every single piece."

Behaving more like collectors than regular luxury consumers, clients often buy into total looks, with the accessories to match. "What is a joy in particular is that the client is incredibly broad," Longland said, noting that 40 percent are Millennial and Gen Z, and a third are local.

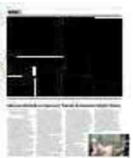
The design of the new boutique draws on founder Elsa Schiaparelli's collaborations with French interior designer Jean-Michel Frank and Spanish artist Salvador Dalí.

A central lobby features a gold-leaf domed ceiling adorned with Roseberry's drawings, while mirrors create the illusion of infinite space. Clad in gold mosaic, the jewelry room evokes an Art Deco bathroom, with marble display stands shaped like a bathtub and sink.

Schiaparelli has taken a cautious approach to retail expansion since it was relaunched by Italian entrepreneur Diego Della Valle in 2012. The brand established a permanent store at Bergdorf Goodman in 2021, followed by temporary installations at Neiman Marcus in Dallas and Beverly Hills, and pop-ups at several Dover Street Market locations.

Schiaparelli's first European retail outpost outside its Paris salon, the Harrods





unit sits in the Superbrands room alongside brands including Loro Piana, which also just opened a new space, with Loewe and Valentino to follow suit this summer.

"We're extending it in total by about 60 percent," Longland said, noting the

store also plans to refurbish and open its new International Designer rooms throughout 2026. "By the time we get to 2027, everything in the floor will have been completely redone."

Schlaparelli's Harrods boutique.



The jewelry room at Schlaparelli's Harrods boutique.

