



Looking West

Loro Piana is planning a project with Bergdorf Goodman in New York with a window and facade installation running Oct. 17 to Nov. 3.

The project marks a long-standing relationship between the Italian luxury brand and the storied American retailer. Loro Piana entered the U.S. in the '60s by exporting fabrics, but in 1994 the company opened a showroom and office space in a town house in New York on 61st Street between Park Avenue and Madison Avenue and it gradually started to sell clothes, becoming the brand's first retail presence. The first official store would only open four

years later in Milan, on Via Montenapoleone.

The windows, conceived and created by Loro Piana, will be infused with a refined Art Deco feel, and the facade of Bergdorf Goodman's women's store will be animated in an unexpected way.

A series of exclusive products will also debut at the store, including the prelaunch of the holiday 2025 collection, and signature products in exclusive fabrics and leathers. Loro Piana will offer the opportunity to personalize the Grande Unita scarf in cashmere and the Unito blanket.

Previously, coinciding with its centenary, Loro

Piana for the first time staged a takeover of Harrods for the holiday season, running from Nov. 7, 2024, to Jan. 2, 2025.

The installations were set up on the facade of Harrods' Brompton Road side and in its 36 windows with various animations that also celebrated the brand's 100-year history.

In the U.S., Loro Piana last year opened a Los Angeles flagship on Rodeo Drive with a striking facade featuring glazed ceramic tiles made by a Tuscan company, inspired by the soft, undulating texture of the brand's fabrics. The tiles in varying hues of the brand's signature kummel

color change depending on the light.

Loro Piana has gone through an executive change. In March, parent LVMH Moët Hennessy Louis Vuitton named the brand's then-chief executive officer Damien Bertrand as deputy CEO of Louis Vuitton.

Bertrand was succeeded by Frédéric Arnault, who previously held the role of CEO of LVMH Watches, which comprises Tag Heuer, Hublot and Zenith.

Arnault is the second youngest of LVMH chairman and CEO Bernard Arnault's five children.

— LUISA ZARGANI



Bergdorf Goodman