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DIOR OPEN'S FLAGSHIP MEN'S AND WOMEN'S STORES IN VANCOUVER

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Dior | Vancouver

Dior has issued a vote of confidence in the North American market by moving into Canada and choosing the city of Vancouver as its target market.

The French fashion house has opened a women's flagship and a Dior Homme in adjoining units within the Fairmont Hotel Vancouver complex. The two spaces have an internal link so that the customer can easily walk between them, but they are operated as separate shops. The shops join luxury labels Gucci and Louis Vuitton which already have stores in the same location.

Top-end Canadian households are seeing wealth grow in double digits, one reason why this part of North America is proving attractive to the luxury sector. The store's look and feel stays true to architect Peter Marino's vision for the brand. There is the signature staircase with its video wall backdrop by the artist Yoram and extensive artworks, commissioned for the space. These exclusive pieces include a quartz cocktail table by silversmith Damian Garrido, a "Bishop" stool by architect and designer India Mahdavi, and a table by furniture and lighting designer Alexander Lamont as well as a bench by young Detroit-based furniture designer Christopher Schanck.

Among these impressive and unique pieces sits the collection with the ground floor being home to accessories, watches and jewelry and the first floor showcasing ready to wear, evening wear and footwear.



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