

FOOTWEAR

# Regent Street is first step in Kurt Geiger expansion

By Jessica Price Brown

Kurt Geiger will open a flagship store on London's Regent Street this summer as part of a raft of new initiatives.

The 2,500sq ft unit is to be split over two floors and will open in June. It will be the first Kurt Geiger shop with a dedicated men's floor and will carry its three own brands – Kurt Geiger, KG and Carvela – alongside designer labels.

The interior will be different from the most recently opened stores in Nottingham and Liverpool, and will feature an open section of the ground floor that enables shoppers to see down to the men's department in the basement from street level.

The shop, in the former Gymboree unit, replaces the South Molten Street store as Kurt Geiger's flagship, although the latter will continue to trade. The Regent Street opening will replace some of the business Kurt Geiger lost when concession partner Dickens & Jones closed in January.

Chief executive Neil Clifford said: "Regent Street is resurgent with investment from The Crown Estate. The Apple store has done a lot to lift the area and we want to show off our brands to the international customers who shop there."

Kurt Geiger has signed a joint venture with luxury accessories brand Tod's to open the brand's first airport store at Heathrow's Terminal Three. It



Shoe view: the new store will feature a cut out floor

is also in talks to open a Tod's store in Terminal Five. Tod's owns the Hogan and Roger Vivier labels. Kurt Geiger already operates Tod's departments in Selfridges and Harrods and a Roger Vivier in Harrods.

Kurt Geiger is also ramping up international expansion, and will double its space in Printemps in Paris to 4,500sq ft in June, nine months after the department first opened. The company will introduce new footwear brands including Roger Vivier and Chloe. It also took over the Prada men's

footwear concession within the department store in February.

The footwear company has expanded its buying teams, doubling the size of the department from six to 13 buyers. Recent appointments include Caroline Greer, who joins as designer buyer from Alexander McQueen. Simon Longland has been appointed to the newly created role of head of accessories from his position as head of handbag accessories at Liberty.

Kurt Geiger has nine standalones and more than 70 concessions.