

WWD

Kiton Continues Retail Expansion With New Store in Palm Beach

The unit, located at The Royal Poinciana Plaza shopping mall, features the brand's new modular store concept.



Inside the new Kiton store in Palm Beach
Courtesy Photo

Kiton is continuing its retail expansion in the U.S. with the opening of a store in Palm Beach, Fla.

Following the recent opening at Long Island's North Shore luxury shopping center Americana Manhasset, the Palm Beach unit is the eighth Kiton boutique in the U.S. Other shops are located in Manhattan, Miami, Houston, Las Vegas and San Francisco. In the North American market, the Neapolitan brand also operates a store in Toronto.

“This opening in Palm Beach reflects our philosophy of serving the customer also during his leisure time,” said **Kiton** chief executive officer **Antonio De Matteis**. “The United States is a market which is performing very well and we really think it will continue to grow.”

The U.S. accounts 22 percent of the business of the company which, according to De Matteis, expects to close the year with revenues exceeding 130 million euros. In 2018, Kiton registered revenues of 126 million euros.

Spanning a surface of 2,153 square feet, the Palm Beach store, located at **The Royal Poinciana Plaza shopping mall**, shows the brand’s new **retail** concept, featuring a series of interchangeable modules that can be easily moved to constantly renovate the location’s layout.

“This concept enables us to continue to refresh the image of some of our stores, guaranteeing different shopping experiences to our customers,” explained De Matteis.

Walnut wood and brass define displays, while seats, draperies and curtains are crafted from the brand’s signature luxury fabrics. In addition, the store hosts exclusive art pieces from the private collection of **Ciro Paone**, the company’s founder.



According to De Matteis, the desires of American customers — who are particularly interested in purchasing blazers, suits and the items of the KNT line — don't differ much from those of Kiton global audience.

Continuing to put the focus on vacation destinations, Kiton will inaugurate its first store in Swiss luxury ski resort Sankt Moritz by the end of the year.

Asked about new openings scheduled for next year, he replied that “we are currently making plans.”

While the retail expansion seems to remain a priority for the brand, Kiton, differently from other companies in the market, is not actually focusing on an omnichannel strategy. “We sell online through some of our partners, but we don't have our online store and it's not a goal for the near future,” he said.