

MOYNAT OPENS ON MADISON AVENUE



In Retail News, What's New by Marilise Gavenas / March 28, 2016



Last week, as part an aggressive expansion plan for its [Moynat](#) brand, luxury conglomerate LVMH opened the accessories maker's first U.S. boutique at 937 Madison—putting it on the same block as the newly opened [Met Breuer](#) (site of the former Whitney Museum) and a [new Apple store](#).



MOYNAT MINI-VANITY

Since the opening the French brand's first overseas boutique two years ago in London's Mayfair shopping district, LVMH has opened Moynat stores in similarly pricey and prestigious shopping districts in Beijing, Hong Kong, Tokyo, and Seoul. In New York, Moynat first tested the waters with a pop-up at the [Dover Street Market](#) in 2014.

Founded in Paris in 1849, Moynat was—much like Louis Vuitton—a brand known primarily as a maker of trunks and travel appurtenances for the wealthy. By the time LVMH acquired rights to the name in 2010, Moynat had not operated a Paris store for decades.

The brand revival began with the hiring of Ramesh Nair, an alumnus of Hermès, as artistic director and the 2011 opening of a flagship at 348 rue Saint Honoré, which debuted handbags and other small leather goods that quoted the brand's history as a luggage maker. Like Hermès, Moynat does not present seasonal collections; availability of any style depends upon the production in its Paris atelier.

Moynat had originally hoped to open the New York boutique in February, in time for New York Fashion Week.

Moynat had originally hoped to open the New York boutique in February, in time for New York Fashion Week.

Previous occupants of 937 Madison included The New Wave Coffee Shop and Alaska on Madison, a gallery that specialized in Native American art.

