

Goyard opening at Bal Harbour Shops in November

Ermanno Scervino will launch by late August; Diptyque and Stephen Starr French bistro this fall

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By [Ina Cordle](#)



Goyard, the French luxury leather goods brand, will open its first freestanding boutique in the Southeastern United States at Bal Harbour Shops in November, *The Real Deal* has learned.

Goyard has less than a dozen freestanding boutiques worldwide, including those in Paris, Tokyo, London and New York. The brand, known for its trunks and signature “Goyardine chevron” printed leather bags, is also sold at top retailers like Bergdorf Goodman, Barney’s and Neiman Marcus.



Goyard’s store in New York

At [Bal Harbour Shops](#), Goyard will have a 2,100-square-foot store on the first level, Cheryl Stephenson, director of marketing for the shopping center told *TRD*. The shop will showcase an assortment of trunks, cases, handbags, accessories and small leather goods for men and women.

The fashion house is among a rash of international designers launching shops soon at the open-air shopping center owned by Whitman Family Development.

Ermanno Scervino, the Italian fashion house, will open a 1,800-square-foot boutique, its first store in the United States, by the end of August, Stephenson told *TRD*.

And Diptyque, the French perfumer and maker of luxury scented candles, home fragrances and body care collections will open a 750-square-foot boutique this fall. It will be the brand's first store in Florida, according to its website.

The latest entrants will join other shops that have opened this year. Fashion designer Tomas Maier opened a 1,800-square-foot boutique in June; watch maker Richard Mille opened a 600-square-foot boutique in April; and international fashion house Dsquared2 opened a 2,000-square-foot store in February, Stephenson said.

In addition to the shops, a new French bistro concept by Stephen Starr is slated to open this fall on the center's first level. In late March, the Grill at Bal Harbour launched its 6,400 square foot space on the second level.

For the future, [Bal Harbour Shops is proposing an expansion](#) that will include the addition of Barneys New York, expansions of existing Neiman Marcus and Saks Fifth Avenue stores, and new luxury boutiques.

Whitman Family Development has said it will fund the renovations, which will include a new entrance, wider sidewalks, a new canopy, landscaping and some new exterior walls. Bernard Zyscovich of [Zyscovich Architects](#) is the lead designer on the project.

The renovations and expansion, valued at \$400 million, also include a proposed land swap between Bal Harbour Village and Whitman. Voter approval later this year is required for the swap.