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SHOPPING

YVES SALOMON BRINGS ITS CULT-FAVORITE PARKAS TO A NEW SHOP ON MADISON AVENUE The French fur brand has been in expansion mode this year. CHANTAL FERNANDEZ · 5 MINUTES AGO

Inside the Yves Salomon store on Madison Avenue in New York City. Photo: Yves Salomon It's been a busy year for French fur brand Yves Salomon. In addition to reopening a 1,300 square foot shop-in-shop at Harrods in July and a new

Goodman and Barneys. The label opened its first American boutique in Aspen in 2011. "I would say, for the products we do, there's not a lot of competition," said Salomon, adding that there are no plans to decrease the size of wholesale accounts because of the new store. "[In Paris] we have three stores and we never had any problems from overlapping one business to another. But we really wanted to open the store [in New York] because of the fact that a lot of people in the States know the brand through the parka." chungalexa 👩 + 8 months ago + Follow

location in Casablanca in September, the brand has finally found a home on

Madison Avenue in New York City. The 800 square foot boutique between

66th and 67th Streets opened at the beginning of December and has been

grandfather started selling fur before emigrating to Paris in 1920, and whose

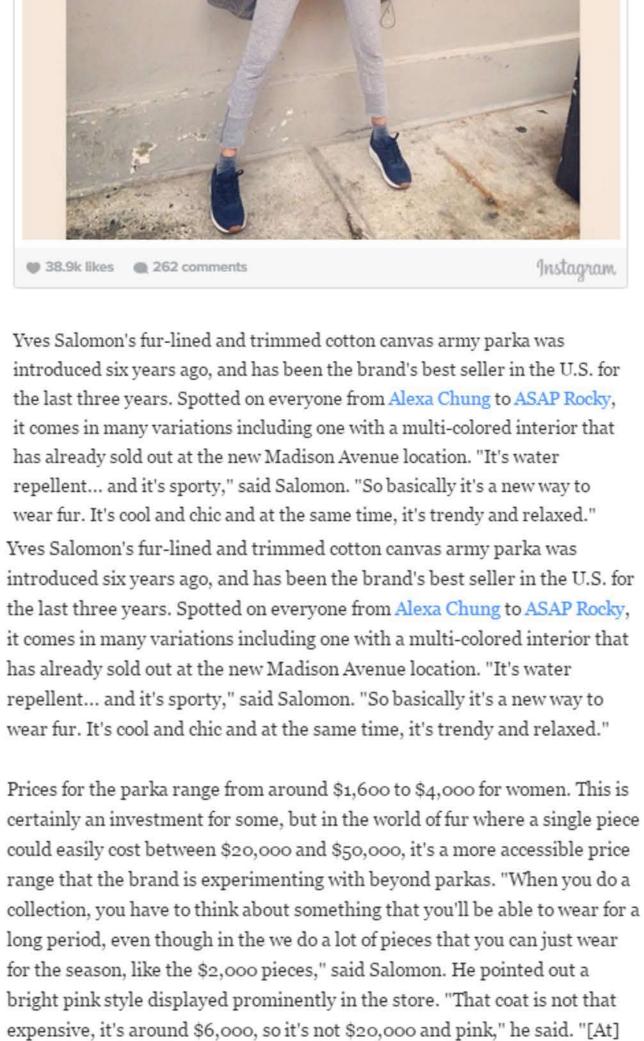
two years in the making, said Thomas Salomon - whose Russian great-

During a walkthrough of the store last week, Salomon explained that the

brand is choosing where to expand based on where it already has a strong

wholesale business, as it does in New York at Saks Fifth Avenue, Bergdorf

father Yves is currently president of the brand.





\$6,000, \$5,000, \$4,000, I think we can play around with the color and the

A wool and silver fox cape from Yves Salomon. Photo: Yves Salomon

Salomon said that by combining different furs with different kinds of fabrics, like cashmere and knits, the brand can produce fur coats at a lower price. "And those are also super-popular because people here, they only think of the fur as an investment and we try to twist this." Yves Salomon's new store isn't just a way to advertise the breadth of it's collections — men's, women's and children's, which launched in fall 2014. It

also gives the brand more flexibility when the weather is unseasonably

warm, as it has been this year. "[The weather] is going to affect my business

next year for sure, 100 percent... it's going to affect the wholesale business,"

said Salomon. "Everyone has a lot of stock and this period of time in January,

everyone was sold out and they were crying for stock. That's why they bought

so much." Salomon recalled a similarly warm winter four years ago, and said

the cold winters since were great for business. "Maybe in January it's going to be so cold and everyone is going to start to really sell, and [department stores] are going to sell on sale and the margin is not going to be good." But without the same amount of pressure to move stock because of incoming spring collections, Salomon can adapt more creatively to a 60 degree December. "For the store, I need to do a certain number so whatever I need to do, I need to do. If it's warm, not warm, we have to play around."

Suddenly a fur vest is looking a lot more sensible.