

Yves Salomon Opened Its First Alpine Chic Boutique In New York City

The luxe brand has finally made its way to New York City.

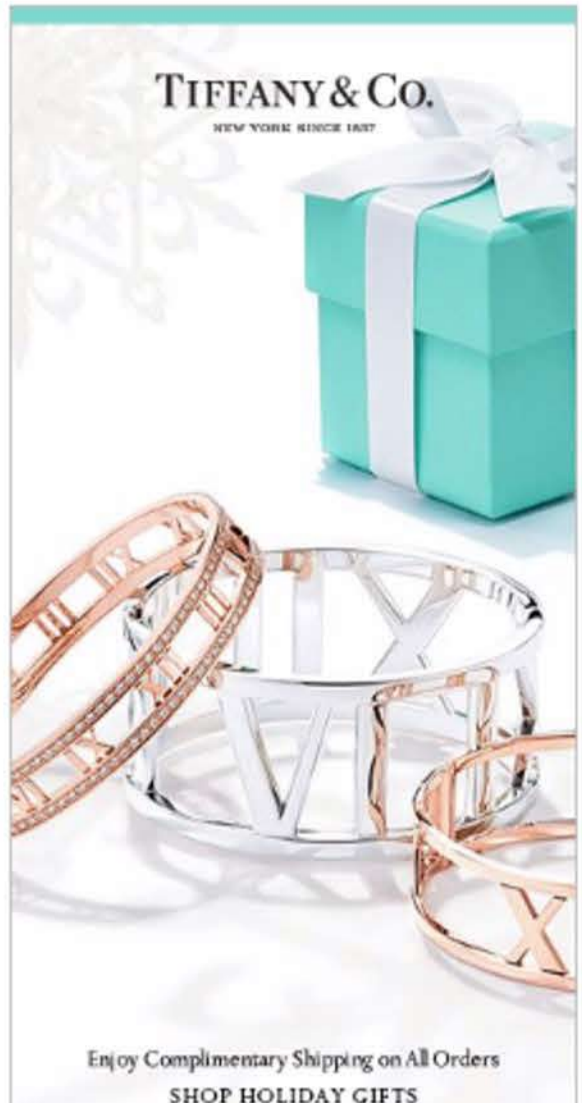


With visions of bright pink fur jackets danced in their heads.

Yves Salomon, the French brand known to drape celebrities like Reese Witherspoon and Olivia Palermo with its luxe line of fur coats and parkas has officially opened its very first store on the Upper East Side in New York City. The line first went stateside 2011 with its inaugural store launching in Aspen, Colorado (aka. "ski heaven"), but now us New Yorkers are in for a real treat with their new boutique at 790 Madison Avenue.

The new shop, designed by architectural firm **Bienenstein Concepts**, is 600-square feet of innovative brilliance, featuring luxuriously embroidered carpet, creative light fixtures, and satin-brass chairs.

The brand has been a family owned and operated business since 1920 and is continuing to evolve as a modern influencer through the expansion of its' namesake collection: Army, Mens, and the recently launched Children's Collection.



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Now that temperatures are dropping and Yves Salomon is right outside our office door, we have a feeling we'll be stopping by ASAP.

