

Mysterious Trunk Maker Goyard is Opening at Bal Harbour Shops

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Goyard, **fashion's most mysterious luxury brand**, is opening up a 2,100 square foot boutique at Bal Harbour Shops. A source tells us that the store is set to open in Fall 2015, after a thoughtful reader tipped us off about the news.

Up until a few months ago, Goyard could only be bought at Bergdorf Goodman and Barneys in New York and Boston, at Neiman Marcus in Beverly Hills, and at its freestanding boutiques in San Francisco and, **more recently**, New York. Goyard specifically states online that it doesn't engage in any form of ecommerce, so getting your hands on one of its chevron monogrammed trunks would mean a shopping trip out of state.

The 161-year-old, French brand is super exclusive. They don't advertise, they don't really do the digital media thing, and they don't directly speak to the press about anything. Instead, they invest all their energy on creating small batches of artisanal bags and trunks, just as they had been 161 years ago, when it counted Coco Chanel and the Duke of Windsor as customers.