

# The Webster Men's Opens in Bal Harbour

By JEAN E. PALMIERI

THE WEBSTER MIAMI has opened its first free-standing men's store, The Webster Men's, at the Bal Harbour Shops, about 45 minutes north of its South Beach flagship.

The 1,700-square-foot space, at 9700 Collins Avenue at the Bal Harbour Shops, sports an "edgier" mix of designer men's brands, including about 10 labels new to the store.

"It took a little longer than we thought it would," said Laure Heriard Dubreuil, chief executive officer and co-founder of the retailer. "But it was worth the wait."

She said she took down the wall that separated the new men's store from a 2,600-square-foot women's store that opened in the outdoor shopping center last December. "It looks big," Heriard Dubreuil said. "It doesn't look like a mini-Webster anymore, but a real Webster." The Miami store, which opened in 2009 and has become well known for its sharply edited selection of designer apparel and accessories, luxury atmosphere and top-notch service for men and women, measures 20,000 square feet.

She also said having an exterior window is new for the store. "At The Webster Miami, we don't have any windows, so this gives us something we can play with."

The decor of the men's store is designed to "evoke a contemporary masculinity," with its sleek and rustic wood and bronze display walls by Asher Israelow, limited-edition works by Tom Dixon and Faye Toogood and a light sculpture by Bec Brittain.

The assortment was selected by Heriard Dubreuil and includes ready-to-wear, shoes, and accessories. Brands include Saint Laurent, Dior Homme, Givenchy, Balenciaga, Balmain, Maison Martin Margiela, Dsquared2, Neil Barrett, Alexander Wang, Baja East, Calvin Klein Collection, Hood by Air, The Elder Statesman, Off-



The new Webster Men's store is located next door to the company's women's unit.

White, Thom Browne and Bamford.

"What's exciting," she noted, "is that we're working with new brands that are not in the flagship, which allows us to expand our brand portfolio." These include Junya Watanabe, Raf Simons, Long Journey and Thom Browne. She said it was a "daring buy," but she believes there is "a high demand for these kinds of brands in this part of Florida. And you can't find them anywhere else in Bal Harbour."

"There is a huge demand here for high fashion and contemporary casualwear," she added.

She said the opening of this men's store last week is the "first step" in The Webster's continued expansion. "It was an easy step," she said. "It's far enough from the flagship to have a different clientele, but close enough for me to go manage. But I want to open in other cities in the States when I have an opportunity."

She said one Webster could open in 2015 and another in 2016. "We're working on it and looking at different options," she said, noting that Los Angeles, San Francisco, New York City and Texas are all on her radar.