

## Delvaux opens its first American flagship store in New York

*The Belgian Maison has touched down in the United States with a space of over 650 square metres, designed by Italian Studio Vudafieri-Saverino Partners, bringing Flemish savoir-faire and creativity to the heart of Fifth Avenue.*

**Delvaux**, the world's oldest luxury leather goods house, has chosen **New York** for its first American flagship store: 650 square metres on Manhattan's elegant Upper East Side. The exceptional location for this important opening is the Sherry-Netherland building, an architectural jewel of the 1930s, set in the heart of Fifth Avenue.

The interior design is by Milan studio Vudafieri-Saverino Partners, which since 2012 has been responsible for designing the world concept of Delvaux stores, giving each boutique a narrative slant that differs according to the characteristics and culture of each city. This makes every Delvaux boutique unique.

The New York flagship store brings all the savoir-faire and elegance of the Belgian Maison to the Big Apple. Architects Tiziano Vudafieri and Claudio Saverino have created a space that combines Delvaux's ironic, eccentric interpretation of luxury with robust citations of Flemish design and decorative arts. A space that also pays tribute to the vibrant energy of Manhattan and its ability to reflect the eclectic, multi-cultural spirit that distinguishes the city.

The boutique is located in the former premises of La Vieille Russie, a famous New York antiques gallery in a skyscraper that looks out onto Central Park and is surrounded by some of the city's most iconic buildings. Developed on two levels, the renovated space respects the original *genius loci* of the building, with a consideration for pre-existing features that distinguish the language of Vudafieri-Saverino Partners. These include the original architectural space, a place steeped in art and design, along with the ancient balustrade of the internal staircase which have been preserved and adapted the Delvaux boutique concept.

Interior design takes inspiration from the living room of Palais Stoclet, a Belgian symbol, with the idea centered around Maison's *belgitude*. The New York boutique also indulges in decoration and materials: Calacatta Vagli marble, small geometric upholstery, hints of ebony. Some of the distinctive elements within the Delvaux concept, such as the iconic curved boiserie, even form part of its context.

Entering the store from Fifth Avenue, a reproduction of the original revolving door leads into the world of Delvaux in the form of a spacious, scenic room. Here the Gris des Ardennes marble floor - a further reminder of Belgium, of which the stone is typical - interacts with the imposing 5-metre-high mirror column. Inside leather-cutting templates, period pieces from the Delvaux archive, are on display: a composition that evokes an abstract painting and creates a refined *mise en scene* of the Maison's *savoir-faire*.

Vintage tables by Emiel Veranneiman, a true master of Belgian design, make their presence felt in the centre of the room. The original staircase, its steps ironically covered in the colours of

**VUDAFIERI  
SAVERINO  
PARTNERS**

the Belgian flag, takes us to the upper floor where the balustrade overlooks a spectacular central chandelier in burnished brass with a diameter of over 3 metres, which once illuminated a Flemish church.

Spaces on the upper level become more intimate and private. The white curved boiserie leads to the VIP Room, an elegant room open to the public and boasting a unique view of Fifth Avenue and Central Park. Here the large windows dialogue with the velvet seats and the marble and ebony display panels. Among the room's distinctive features are the Versailles parquet floor, 18th century French Regency table that once belonged to financier George Jay Gould I and brought back to Manhattan by Delvaux, and Veranneman's elegant console table.

Maison's creations meet pieces of decorative art worthy of a museum collection, and welcomes New Yorkers discover Delvaux values: a combination of savoir-faire, timeless tradition and innovative spirit.

**Delvaux New York Flagship**

781 5th Ave, New York, NY 10022, USA

**Facts & Figures**

Total area: 605 mq

Shopping area: 430 mq

Project: **Vudafieri-Saverino Partners**, Tiziano Vudafieri and Claudio Saverino

Project Manager: Elena Salvaterra

Design team: Elena Salvaterra, Elena Pessina, Roberta Lavena, Vanessa Ramponi, Margherita Mezzetti

Local Architect: Valerio Inc.

Lighting designer: Walter Amort

GC: Exa

Custom-made furnishings: Battaglia contract

Seats: custom design by Vudafieri-Saverino Partners made by Marta Sala Edition; Fredericia

Carpets: Yan Kath, Golran

Lighting: Ego luce; custom design by Vudafieri-Saverino Partners

**ABOUT DELVAUX**

Founded in Brussels in 1829, Delvaux is the oldest fine leather luxury goods house in the world and has been active without interruption since its beginnings. Creator of more than 3000 designs, Delvaux filed the first ever handbag patent in 1908, thus becoming inventor of the modern handbag. Since its creation, la Maison has been both avant-garde and true to the finest traditions of craftsmanship while conveying the grandeur, heritage and symbols of Belgian culture. Official purveyor to the Royal Court of Belgium since 1883, Delvaux has remained steadfast in its devotion to sharing and celebrating Belgian cultural references and values.

VUDAFIERI SAVERINO PARTNERS .

VIA ROSOLINO PILO 11  
20129 MILANO, ITALIA

PHONE +39 02 97383900  
FAX +39 02 97383950/51  
[www.vudafierisaverino.it](http://www.vudafierisaverino.it)

**VUDAFIERI  
SAVERINO  
PARTNERS**

**VUDAFIERI • SAVERINO PARTNERS**

Faithful to the Milanese creative atelier tradition, the studio's work, guided by Tiziano Vudafieri and Claudio Saverino flows between architecture, interior design, retail fashion, hotel and food design, facing both the great urban, landscape and society themes along with residential, commercial and industrial location architecture.

Vudafieri-Saverino Partners has offices in both Milan and Shanghai and over the years has developed projects in almost every country and continent. [www.vudafierisaverino.it](http://www.vudafierisaverino.it)

**Press office Vudafieri-Saverino Partners:**



Nemo Monti - T +39 02 89070279 - Via Milazzo 10 - 20121 Milano [www.nemomonti.com](http://www.nemomonti.com)  
For contacts: Gaia Bregni – [gaia@nemomonti.com](mailto:gaia@nemomonti.com)

VUDAFIERI SAVERINO PARTNERS .  
VIA ROSOLINO PILO 11  
20129 MILANO, ITALIA

PHONE +39 02 97383900  
FAX +39 02 97383950/51  
[www.vudafierisaverino.it](http://www.vudafierisaverino.it)