French fashion brand Sézane has arrived in Madrid with the opening of its first physical shop in the city on Wednesday. The pop-up will remain open until 28 April.

Sézane has taken over a 160 sq mt space at 79 Claudio Coello which was previously occupied by Sonia Rykiel.

Bringing its L'Appartement store concept, which has already made its debut in Paris, Aix-en-Provence, London and New York, the new shop will feature Sézane’s Spring Summer Mediterranean-inspired collection L'Avventura.

Pieces from the men’s brand Octobre will be also available for purchase at the store in Madrid, as well as accessories and lifestyle products like fragrances. Sézane’s L'Appartement in Madrid is also envisaged as an events space, offering embroidery workshops, calligraphy classes and screen printing sessions.
With the words ‘Madrid mon amour’ splashed across the walls, the pop-up celebrates the Spanish city which is the first stop on the brand’s European tour. The space also allows the brand to see how Spanish consumers react to its offering, with a permanent store in the pipeline for the medium term.

The European tour will also stop in Barcelona with a pop-up store that could open as early as in summer, FashionNetwork.com can reveal. Beyond Spain, Sézane has set its eyes on Berlin, Amsterdam and Zurich.

Spain is the third-largest market in terms of revenues for the brand, after France and the UK. With prices ranging from 100 euros for cardigans to 150 for dresses and 300 for handbags, Sézane is part of a wave of mid-market French brands gaining traction in Spain, alongside Sandro, Maje and Claudie Pierlot.

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