Flannels "biggest investment yet" opens in Liverpool

By Nigel Taylor - 23 June 2022

It’s "revolutionary" and "groundbreaking" and becomes the retailer’s biggest investment yet. That’s the latest Flannels store that has just opened in Liverpool.

The seven-floor, 120,000 sq ft flagship “brings a ground-breaking fashion, beauty and wellness experience to the North of England” as the Frasers-owned high-end retail fashion brand continues relentless elevation drive.

Frasers also noted that the destination is a “first for Liverpool… which has - until now - lacked the kind of multi-category luxury destination the likes of Manchester and Birmingham boast”.

It also said its "modern, fearless, real fashion edit promises to be the UK's leading destination for New Luxury".

And it backs up the claim with an expansive fashion line-up that includes an “unrivalled” Balenciaga edit, Loewe making its retail debut in the north of England, Christian Louboutin showcasing a curated edit, a regional debut for Rhude, as well as exclusive pop-up spaces with brands such as Burberry and Off-White, and LA-based Amiri.

The retailer said it has also “invested significantly” in new-wave designers and trailblazers such as Casey Cadwallader’s Mugler, becoming its sole stockist in the north of England.

The store also hosts an 18 Montrose concept space and streetwear and exclusive collaborations ranging from Rick Owens x Converse to Pharrell Williams x Adidas.

Also featured are exclusive edits and limited-edition styles via New York’s LaQuan Smith, 16Arlington, and new labels to its roster such as Jacquemus. Meanwhile Flannels “stalwarts” include Stone Island, CP Company, Casablanca, Fear of God and Represent.
The flagship, formerly the Owen Owen department store, also boasts a “vast” beauty hall, three restaurants, one bar, a “world-first” Barry’s Bootcamp, a “tweakments” destination courtesy of celebrity-approved Dr Esho, and a soon-to-be-unveiled roof terrace.

On the beauty front, Flannels also claims a “world’s first” that offers shoppers the chance to experiment with products including Pat McGrath Labs, Kylie Cosmetics, Hermès, Gucci Beauty, Tom Ford, Chanel, and Patrick Ta. The beauty edit is bolstered by haute and cult fragrances by Creed, Le Labo, Frederick Malle, and By Killian, as well as skincare by Dermalogica and more.

Michael Murray, Flannels’ new chief executive, said: “This is a milestone moment for our business. The scale, service proposition and brand offering to be discovered at Flannels Liverpool is truly in a league of its own. With the opening of each of these experience-orientated flagships, we’re doubling down on our commitment to ‘new luxury’, on our understanding of youth culture, and on the valued proposition we give to brands: access to untapped audiences.”

Jack Bridges, Flannels Creative Consultant and partner at Argent, added: “For Flannels Liverpool, we wanted to create the most unique store to date. The concept was always to curate a store that was pushing the boundaries of any other in the UK – to be a playground for luxury.

“Our beauty hall, which is now our biggest pursuit into the market, is unlike any other store in the world - we wanted to ensure that we could create an ultra-modern visual identity that brings beauty into the spotlight as only Flannels Beauty can.”

He added: “From the outside, we have ensured that key details were restored from this beautiful late Georgian architecture to the contrast of our curated modern window displays.”

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