



July 02, 2007

Iris is in Bloom on Washington Street



Is it possible to have too many shoe stores? No. Shoe manufacturer **Iris** has begun opening its own boutiques, and its first U.S. unit has opened at 827 Washington Street between Gansevoort and Little West 12th Streets. Iris, however, sells nothing under its own label (so far). It is actually the women's footwear licensee for designers like **Marc Jacobs**, **Chloé**, **Veronique Branquinho**, **Viktor & Rolf**, **Paul Smith** and **John Galliano**, whose logos are all displayed prominently on the storefront. It's an unusual concept for a retailer. Rather than collecting a group of vendors

with a particular point of view that might appeal to a certain customer, the merchandising strategy here is based on what brands are under contract. It makes the place feel a little bit more like a showroom than a store, but luckily the designers here are of an equally high quality in spite of not having much to do with each other. While Jacobs' and Chloé's shoe collections aren't too hard to find here in New York, others like Branquinho and Viktor & Rolf are less commonplace, so it's good for them to have a more prominent showcase. Galliano's shoes, typically eclipsed by the higher profile Dior collections he designs, particularly reflect the sort of inventive workmanship found in his clothing designs. The interior is designed as a giant, sleek lightbox, focusing all attention on the shoes, and they should have no trouble attracting customers from fellow newcomer Serge Normant's salon next door. With **Christian Louboutin** on Greenwich Street and Jeffrey on 14th, the neighborhood has become one of the city's best shoe-shopping areas.

IRIS 827 Washington Street between Gansevoort & Little West 12th Street, Meatpacking District

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