



CHANEL BOSTON | 2013 | BLACK MOTHER OF PEARL, ABALONE, RED GOLD, MOON GOLD, RAISED GESSO AND LACQUER ON 8 PANELS | 112" x 128"

# Chanel Goes Bigger in Boston

By KATHERINE BOWERS

BOSTON — After trying to secure a larger space here for years, Chanel today quintuples its selling space with a new 10,000-square-foot store.

The door is its fourth biggest in the U.S. behind New York, Waikiki, Hawaii, and Beverly Hills, which is set to grow substantially thanks to the brand's purchase of an adjoining building.

The new store at 6 Newbury Street replaces a 2,000-square-foot space in the Taj Hotel, which closed Sunday. For years, the brand negotiated unsuccessfully with the hotel to expand any way it could. "We were even trying to take over part of the lobby," said Chanel fashion division president Barbara Clava. Then a developer approached the Paris house to be the retail anchor of a new building containing six luxury condos. Architects Peter Marino, a longtime Chanel collaborator, and Richard Bertman together gave the building a thoroughly Chanel signature with a white limestone facade, rectilinear window bays and gridlike black trim.

"We felt it was time to give an important city like Boston the size and scale of boutique that it deserves. Boston is a key cultural city in the U.S. and, in some ways, its historical importance to this country echoes that of Paris' importance to France," said John Galante, president and chief operating officer of Chanel Inc.

