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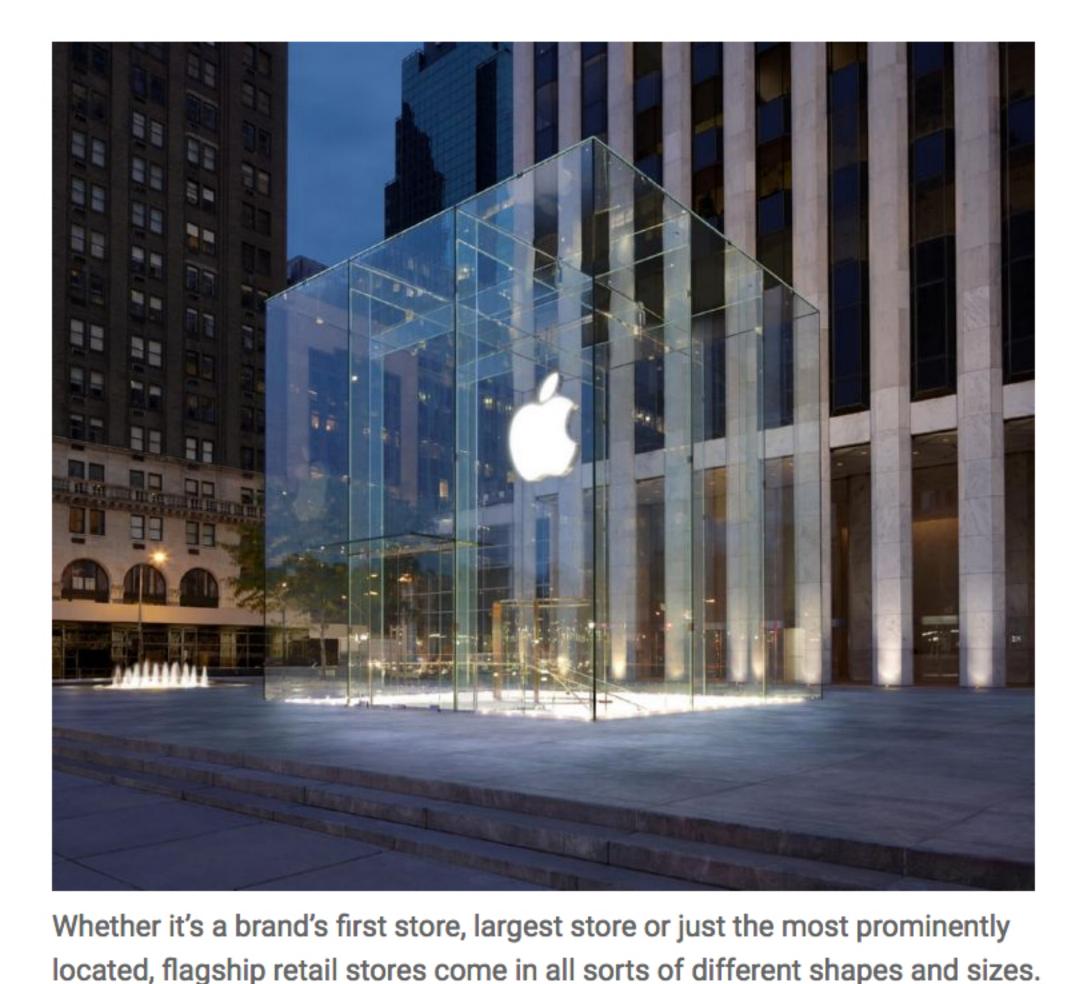
Top 50 flagship stores in the world

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By Cate Trotter

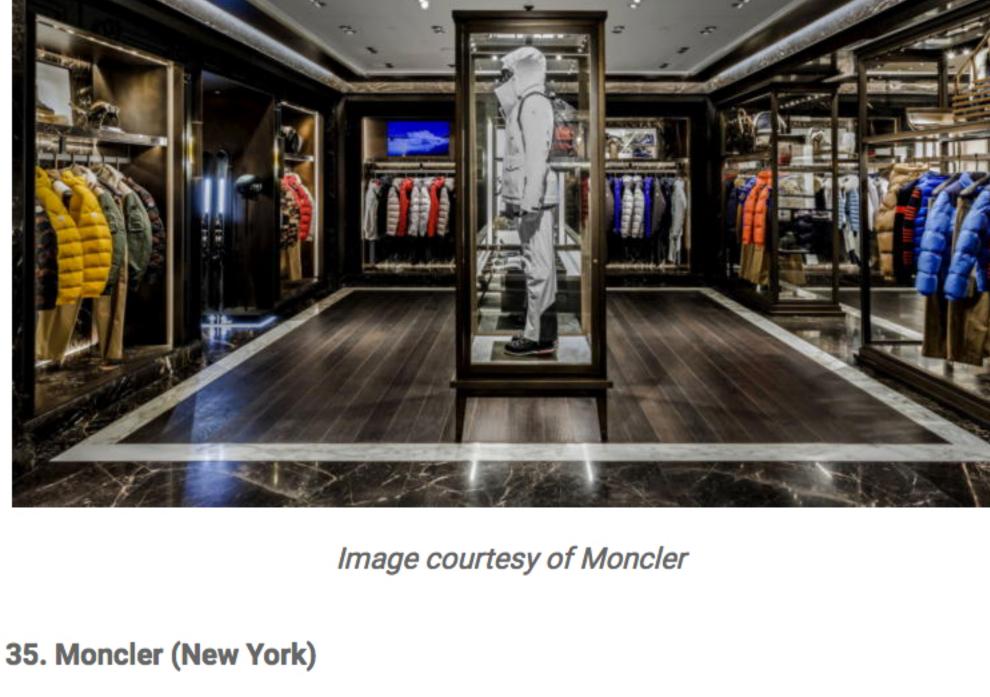
STRATEGY & ADVISORY



One thing they universally are is the lead store for a brand or retail chain, which means they typically have the best in products, design and technology. And that means there's a lot that can be learnt from them. Here's our pick of the top 50 flagship retail stores in the world (in no particular order and excluding department stores) - the stores that we think act as a

experience and are a destination in their own right. Many brands have multiple flagship stores around the world, each with their own unique traits, so the rule is that each brand or retailer can only appear

true showcase for the brand, that draw customers in, that create an



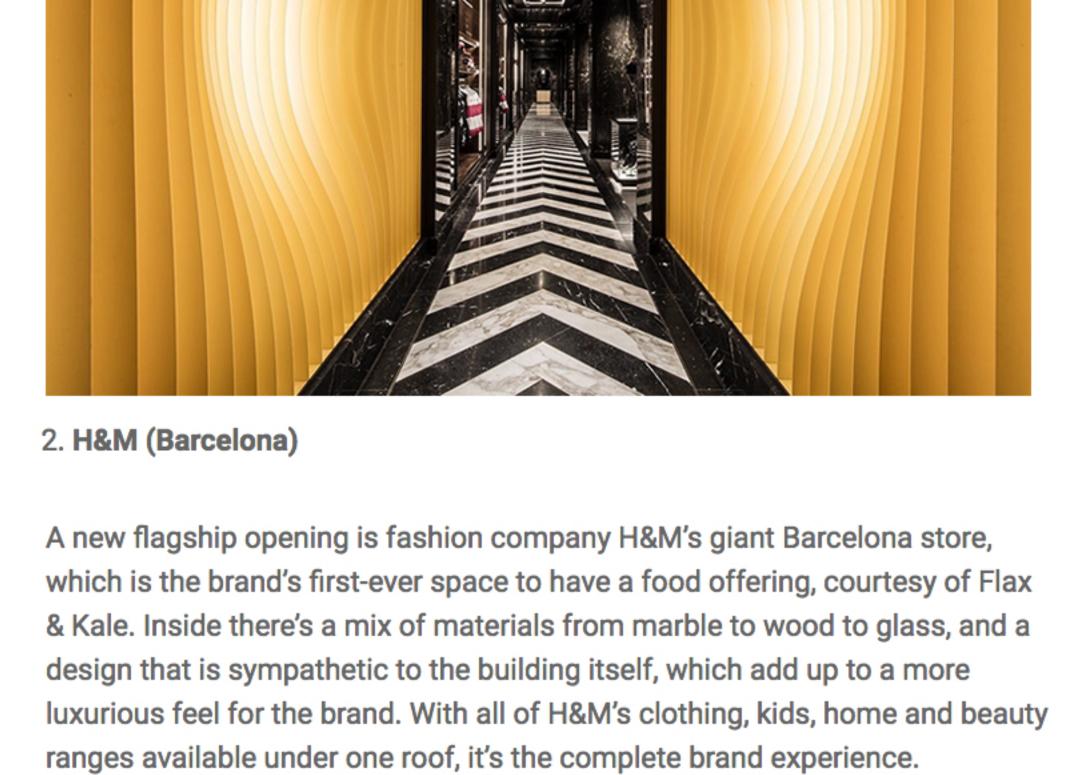
The Moncler Madison Avenue flagship celebrates both its location and the brand's well-known jackets. Home to the most extensive array of Moncler products in North America, the launch of the store was marked by a short

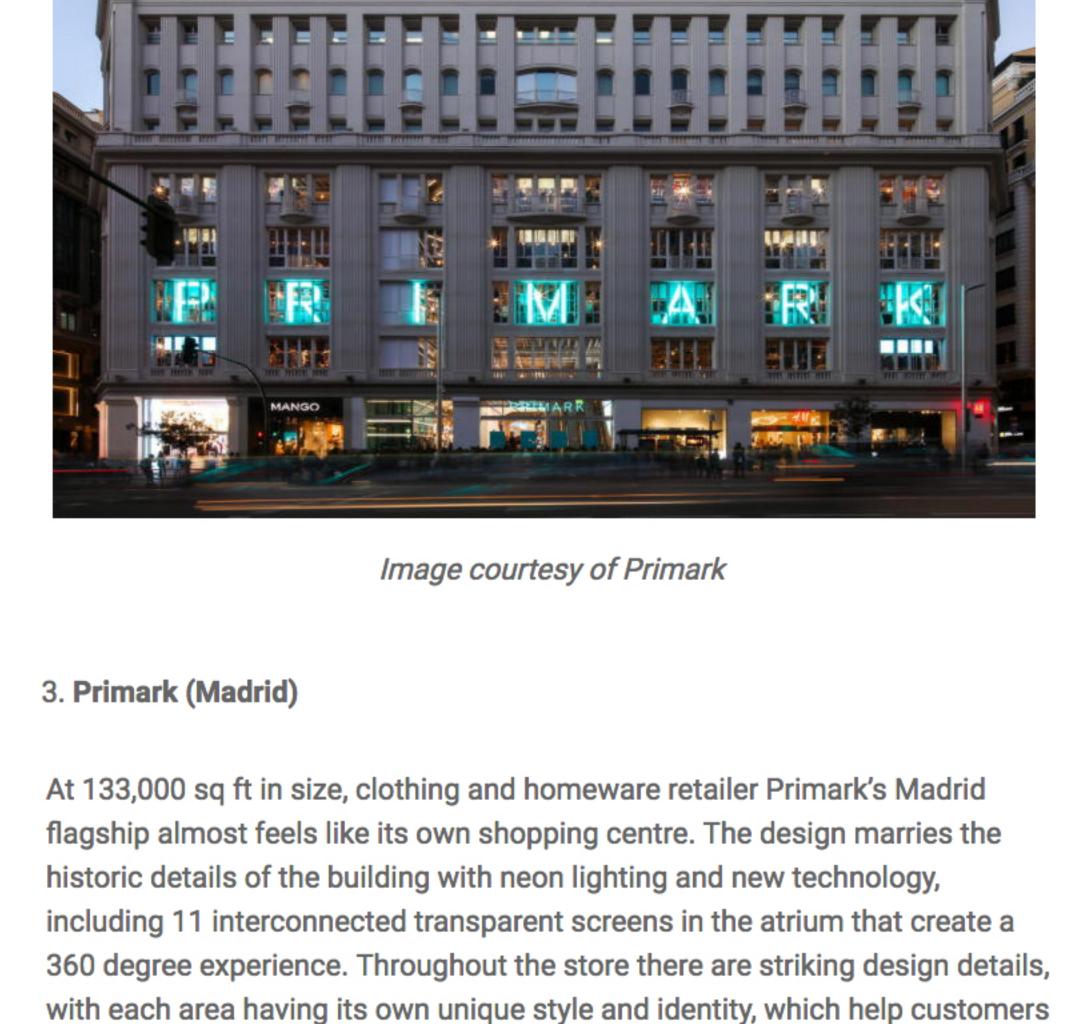
marble with specially-designed pieces of artwork, including a kinetic light

musical film by Spike Lee and a special American flag display made up of 28 one-off jackets designed by Thom Browne. The store balances light and dark

once on the list.

sculpture from Belgian artist Bardula.





lose themselves in the experience.



Another new opening is the biggest LEGO store in the world in London's Leicester Square. The space is full of life-sized models, including a replica London Underground carriage that you can sit in, making it experiential and aspirational in terms of what is possible. It's the perfect brand showcase, with customers even able to buy a personalised LEGO mosaic of their face. The digital endless aisle makes it easy for customers to view all of the sets available in the store, and staff can better serve shoppers by receiving requests for help to their smart watches.