

Top 50 flagship stores in the world

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Whether it's a brand's first store, largest store or just the most prominently located, flagship retail stores come in all sorts of different shapes and sizes. 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 true showcase for the brand, that draw customers in, that create an 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 once on the list.



Image courtesy of Moncler

35. Moncler (New York)

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 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 marble with specially-designed pieces of artwork, including a kinetic light sculpture from Belgian artist Bardula.



2. H&M (Barcelona)

A new flagship opening is fashion company H&M's giant Barcelona store, which is the brand's first-ever space to have a food offering, courtesy of Flax & Kale. Inside there's a mix of materials from marble to wood to glass, and a design that is sympathetic to the building itself, which add up to a more luxurious feel for the brand. With all of H&M's clothing, kids, home and beauty ranges available under one roof, it's the complete brand experience.



Image courtesy of Primark

3. Primark (Madrid)

At 133,000 sq ft in size, clothing and homeware retailer Primark's Madrid flagship almost feels like its own shopping centre. The design marries the historic details of the building with neon lighting and new technology, including 11 interconnected transparent screens in the atrium that create a 360 degree experience. Throughout the store there are striking design details, with each area having its own unique style and identity, which help customers lose themselves in the experience.



Image courtesy of LEGO

4. LEGO (London)

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.