



ALAÏA — CENTRAL EMBASSY, BANGKOK

Alaïa is pleased to announce the opening of its first boutique in Thailand, located at Central Embassy in Bangkok.

Conceived by the Swedish architecture studio Halleroed, the store reinterprets Alaïa's design language through an interplay of curves and organic lines. Walls dissolve into sweeping gestures, marble surfaces extend uninterrupted, and the Maison's iconic pattern reappears as a rhythm of illuminated perforations on the façade.

A bold yet minimal monochrome palette of black and white heightens this sense of reduction, where Carrara marble and stainless steel are balanced by the softness of nude leather within the fitting rooms. A reminder that Alaïa is all about intimacy.

At the center, monolithic marble volumes anchor the space, while custom-designed sofas and benches by Philippe Malouin introduce a grounded presence. In dialogue, armchairs by architect and designer Sergio Rodrigues bring a more tactile register, their solid architectural frames offset by supple cushions, a signature tension at the heart of his design language. This selection belongs to a considered curation of collectible design, echoing Azzedine Alaïa's enduring vision of integrating exceptional pieces into his environments.

This new location expands Alaïa's presence in Asia and reaffirms its commitment to creating spaces where architecture and clothing share the same essence. A spirit defined by sophistication, purity and warmth that extends the Maison's unique atmosphere and, as always, celebrates beauty.

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PARIS