



*A shining example of how to optimise on a strong European jewellery brand by adding a London flagship boutique and successfully entering the US market*

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*The Client*

Uno de 50

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*The Brief*

To introduce this iconic Spanish jewellery brand to the UK by securing a premium showcase boutique in the West End as its flagship store in London. In addition, to investigate the best location in the US in which to launch the brand.

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*The Solution*

KLM Retail advised Uno de 50 on its long awaited high profile Regent Street boutique in July 2015. The brand has also successfully entered the highly profitable US market by opening its first US boutique in Soho, New York, followed by a further 14 boutiques including Las Vegas, Boston, Philadelphia.

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*Where We Add Value*

Working closely with our Spanish TIRN partners, Inmored, we are able to fully appreciate the nuances of Uno de 50 as a brand, and understand its vision and ambitions for the future. In this way we are able to evaluate appropriate locations and unearthed the very best retail locations that support this vision.

Our partner, The Dartmouth Company, who are our eyes and ears on the ground in the US, are able to offer the same high standard of service on behalf of The International Retail network.