

MIANSAI LAUNCHES ROADSIDE JEWELLERY RETAIL

By Livvy Houghton and Holly Friend

15 : 05 : 2019 Luxury : Retail : Jewellery



US – The Miami-based jewellery and accessories brand has launched a fleet of mobile retail units to reach new customers.

To amplify its narrative around American craftsmanship, **Miansai** is telling its story through a fleet of vintage vehicles transformed into retail units. The brand has been sending the vehicles to locations such as Coachella Festival in California, Soho House in New York and Navy Beach in Montauk – destinations said to fit the brand's relaxed attitude towards luxury.

The project allows Miansai to step out of the traditional brick-and-mortar jewellery retail format, as well as test new shopping formats. 'The cool thing about mobile retail is that it allows us the flexibility to be agile and test markets without committing to leases right away,' says Michael Saiger, the brand's founder.

As explored in our **recent microtrend**, austere and exclusive jewellery showrooms are falling out of favour as brands turn to casual, social spaces to enhance the jewellery experience.