

WWD

Morgenthal Frederics Opening Beverly Hills Store *By RACHIEL BROWN*



WESTWARD HO! Morgenthal Frederics is feeling the California love. Luxury Optical Holdings, which bought Morgenthal Frederics in 2006, is converting an 800-square-foot Optica Store at 309 N. Beverly Dr. in Beverly Hills to a Morgenthal Frederics location. The company last year transformed units in Palm Beach, Aspen and Chicago under different nameplates into Morgenthal Frederics stores, but the Beverly Hills location is the brand's first store on the West Coast. "There is an appetite for more Morgenthal Frederics stores. The conversions have been successful, so we have been looking for additional opportunities," said Glenn Reisch, president of Luxury Optical Holdings, operator of 46 eyewear boutiques in the U.S.

The Morgenthal Frederics store in Beverly Hills sticks to David Rockwell's Shaker-inspired retail design that dates back to the brand's origins in 1986. It has an eyewear bar to encourage interaction between sales associates, customers and the merchandise, and wood floors and fixtures. The prices for Morgenthal Frederics frames run mostly from \$300 to \$2,000.