

MCM powers Sanya store opening with limited editions



MCM's new Sanya International Duty Free Shopping Complex store began trading on October 1 in Haitang Bay, Hainan

German luxury brand MCM has opened a new store in Sanya International Duty Free Shopping Complex in Haitang Bay, Hainan with a luxurious interior design and exclusive limited editions.

MCM's store design team has created a sleek, modern space emphasizing simplicity, while being bold yet functional.

The interior is decked out with exquisite materials such as travertine marble and a palette of carpets and velvets, adding a luxurious touch. A range of iconic international designer furniture and table lamps are also featured.

Drawing from the brand's best-selling Patricia collection, MCM has specially designed four exclusive limited editions to celebrate the new Sanya store opening.

Each limited edition is dressed in the begonia-inspired vibrant coral color, expressing the tropical coastal style of Sanya. The collection includes a Mini Backpack, Crossbody Bag, Mini Crossbody Bag and Wallet with Shoulder Chain.

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