# Astrid & Miyu turns jewellery into an experiential lifestyle with HOAM flagship and global roll‑out



Astrid & Miyu’s journey from a home project in 2012 to a multi‑city experiential retail platform has been driven as much by its people and its promise as by its jewellery. Connie Nam, the founder and CEO, has consistently framed the brand as more than a shop window; it is a social and sensory experience designed to turn buying jewellery into a personal moment. The company now operates 26 stores across the UK and has pushed beyond traditional jewellery into a broader lifestyle moment, with the flagship House of Astrid & Miyu (HOAM) opening in Carnaby in August 2024 and a steady stream of new openings in 2025, including Belfast and a concession at Bicester Village, as well as relaunches at Selfridges in London and Manchester. A new Madison Avenue location in New York on Madison Avenue is slated to open in October 2025, signalling a clear push to diversify its international footprint. Nam told RLI that the aim is to deliver a seamless, personal experience at every touchpoint, online and in store, while ensuring staff feel valued and well trained as ambassadors of the brand.

HOAM has become a focal point of this strategy, a 1,900-square-foot flagship that blends product with immersive services to create a distinctive weekly rhythm of experiences. The store structure goes beyond conventional retail, offering welding stations for bracelets, three piercing studios and spaces for fine‑line tattoos, complemented by a café concept. This format, described by FashionUnited as a step beyond jewellery into a broader lifestyle moment, exemplifies Astrid & Miyu’s commitment to experiential retail. The brand’s multi‑market approach is also evident in its store network across Europe and the US, including Amsterdam and New York, alongside a growing UK footprint. In addition to in‑store services, the company emphasises an omni‑channel experience, with Story Chain consultations and a loyalty ecosystem designed to keep customers connected across channels and locations, a facet underscored by the brand’s own materials and in‑store programming. The Our Stores page confirms a wide European and UK reach, showcasing Amsterdam, Dublin and Kildare Village in Ireland, and high‑street hubs such as Carnaby, Notting Hill and Spitalfields, all centered around immersive consultations, welding, piercing and tattoo offerings that define Astrid & Miyu’s distinctive retail DNA.

Sustainability and community engagement also lie at the core of Astrid & Miyu’s expanded footprint. The Retail Bulletin notes that the UK expansion is part of a broader strategy to deepen customer engagement and brand loyalty through new openings in Selfridges London and Manchester, a Belfast location and a Bicester Village pop‑up, while reiterating the significance of HOAM as a flagship launched in 2024. The company’s commitment to responsible materials and recyclable packaging is complemented by Astrid & Re-New, its jewellery recycling scheme. Unwanted sterling silver jewellery (from any brand) can be returned at the Nolita store in New York, with customers earning 1,000 loyalty points to spend in‑store or online; proceeds from recycling support The Felix Project, linking sustainability with charitable action. The program reflects a broader cultural shift in which the brand seeks to preserve resources while strengthening community ties, a balance Nam has argued is essential as Astrid & Miyu scales. Speaking to industry press, she emphasised that the greatest challenge is maintaining growth without losing the intimate, community‑driven touch that started the movement, a point that underpins the brand’s ongoing evolution.

References to the latest developments illustrate how Astrid & Miyu is testing and expanding its experiential framework while embedding sustainability and social impact at the centre of its growth. HOAM Café, a first‑floor feature of the Carnaby flagship, exemplifies the immersive retail concept by turning shopping into a social occasion, encouraging customers to linger and connect beyond appointments. The café and other in‑store features align with the broader pattern: a model that blends product with services, storytelling and community engagement to foster loyalty and long‑term relationships with customers around the world. As Nam summarises the road ahead, the aim remains clear: to grow the business, broaden its international presence and deepen the connection with its community while staying true to the core Astrid & Miyu touch.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.rli.uk.com/astrid-miyu/), [[4]](https://retailtimes.co.uk/astrid-miyu-set-to-further-strengthen-physical-retail-footprint-with-new-openings-in-selfridges-london-manchester-bicester-village-and-belfast/)
* Paragraph 2 – [[1]](https://www.rli.uk.com/astrid-miyu/), [[2]](https://fashionunited.com/news/retail/astrid-miyu-opens-first-global-flagship-store-experiential-retail-is-integral/2024082261497), [[5]](https://eu.astridandmiyu.com/pages/astrid-and-miyu-stores)
* Paragraph 3 – [[3]](https://www.theretailbulletin.com/fashion/astrid-miyu-accelerates-uk-expansion-05-08-2025/), [[6]](https://us.astrid-renew-recycling)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.rli.uk.com/astrid-miyu/> - Please view link - unable to able to access data
2. <https://fashionunited.com/news/retail/astrid-miyu-opens-first-global-flagship-store-experiential-retail-is-integral/2024082261497> - Astrid & Miyu has opened its first global flagship store, House of Astrid & Miyu (HOAM), in Carnaby Street, London. The 1,900 square foot concept store combines core collections with immersive services to create an experiential retail environment. HOAM hosts welding stations for bracelets, three piercing studios, and spaces for fine-line tattoos, plus the brand’s café concept. FashionUnited notes that HOAM marks the brand’s push beyond traditional jewellery into a broader lifestyle moment. The store aims to foster a sense of belonging and community among established followers, while showcasing new formats that aim to engage customers through memorable experiences everyday.
3. <https://www.theretailbulletin.com/fashion/astrid-miyu-accelerates-uk-expansion-05-08-2025/> - According to The Retail Bulletin, Astrid & Miyu is rapidly expanding its UK footprint, adding Belfast, a Bicester Village pop‑up, and new concessions within Selfridges London and Manchester. The piece notes the brand now operates 26 stores across the UK and highlights its experiential retail strategy, including piercing, welding and tattoos as core services. It also references the global flagship, House of Astrid & Miyu, launched in 2024 in London, and quotes founder Connie Nam on delivering immersive experiences across touchpoints. The article frames expansion as a deliberate move to deepen customer engagement and brand loyalty across markets and channels.
4. <https://retailtimes.co.uk/astrid-miyu-set-to-further-strengthen-physical-retail-footprint-with-new-openings-in-selfridges-london-manchester-bicester-village-and-belfast/> - Retail Times reports that Astrid & Miyu is set to strengthen its physical retail footprint with new openings in Selfridges London and Manchester, the Bicester Village outlet, and a Belfast location. The piece notes seven years of growth, the launch of the global flagship House of Astrid & Miyu in 2024, and that stores will carry the full range of stackable jewellery plus experiential services such as piercings, tattoos and weldings. It quotes founder Connie Nam on immersive in‑store experiences and confirms the company operates dozens of UK locations, underscoring the brand’s commitment to experiential retail and community engagement.
5. <https://eu.astridandmiyu.com/pages/astrid-and-miyu-stores> - Astrid & Miyu’s Our Stores page showcases its European and UK footprint, including Amsterdam Boutique on Runstraat, as well as Dublin and Kildare Village in Ireland, and multiple UK locations such as Carnaby, Notting Hill and Spitalfields. The page emphasises Story Chain consultations, welding, piercing and tattoo services across locations and features the in‑store experiences that define the brand. It confirms the multi‑market reach across UK, Europe and New York, illustrating the brand’s strategy of combining experiential retail with a broad, international store network.
6. <https://us.astrid-renew-recycling> - Astrid & Renew is the brand’s jewellery recycling scheme, inviting customers to renew their jewellery and renew their life cycle. The Nolita, New York Nolita store is the drop‑off point for unwanted sterling silver jewellery from any brand, which is recycled and earns 1,000 loyalty points to spend in store or online. Proceeds from recycling are donated to The Felix Project, linking sustainability with community support. The page details how the program works, what items are accepted, and how loyalty points are earned and redeemed, emphasising a more sustainable approach to jewellery.
7. <https://eu.astridandmiyu.com/pages/hoam-cafe> - HOAM Café is a feature of Astrid & Miyu’s Carnaby flagship concept, offering coffee on the first floor and a dedicated space to relax after appointments. The page highlights the in‑store café as part of an immersive experience, alongside piercing, welding, tattoos and Story Chain consultations. It locates the café at 5 Fouberts Place, Carnaby, and notes that the café is exclusive to House of Astrid & Miyu. The text positions HOAM Café as a social hub that complements jewellery interactions, encouraging customers to linger, connect, and participate in a broader lifestyle experience for all visitors.