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Strolz
Lech

Strolz has become such a fixture in the scenic Austrian ski resort of Lech that its name has become synonymous with retail. “When you want to say let’s go shopping, you say let’s go strolzing,” says Ambros Strolz, co-owner of the fourth-generation family-run business.

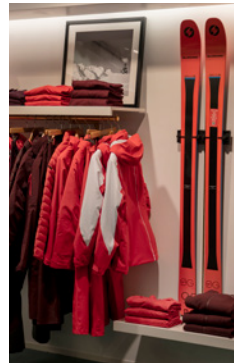
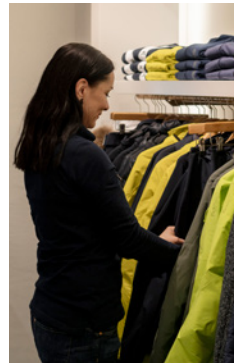
Having started out as a shoemaking workshop, today the sports shop stretches across seven floors and sells everything from ski boots to fashion by the likes of Fendi and Bogner. “People are always surprised by its spaciousness,” says Strolz of the 1921 shingle-clad building.

Although it offers traditional *Tracht* fashion and Alpine-suited womenswear, its core remains made-to-measure ski boots. Completed within 24 hours of the first measurement, the boot-making process employs orthopaedic expertise, traditional leather soles and foam injections for the perfect fit. For those more inclined to rent, Strolz runs a ski-rental service that offers a range of equipment and unparalleled customer service. “People want a leisurely experience so we offer a blend of retail and hospitality, rather than simply a small department store,” says Strolz.

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strolz.at

In numbers

1921 founded
150 staff
18 ski boot specialists



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Mohawk
Los Angeles

Mohawk has been shaking up LA’s east side fashion scene for more than a decade. Named after the street in Echo Park where husband and wife Bo and Kevin Carney originally set up shop in 2008, the brand has since moved to nearby Silver Lake where it has become a retail institution.

Conceived as what Kevin calls “an extension of our wardrobe or living room”, the interior is eclectic, with plenty of artwork, plants and homely furniture. Having started out as Mohawk General Store, offering just womenswear, the brand now also features menswear and stretches across three adjoining spaces – including one dedicated entirely to “Made in Japan” in-house label Smock. “It has slowly become our bestselling brand,” says Kevin, who also stocks clothing by the likes of Comme des Garçons and Portuguese Flannel, as well as Ahlem eyewear.

Mohawk’s ability to tap into what people want – high-quality pieces that evade Hollywood’s over-the-top glitz – has also helped the brand hop over to the west side, where Santa Monica’s Mohawk West is part of the growing stable.

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mohawkgeneralstore.com

In numbers

2008 founded
36 staff
215 brands

