

gl celebrates new era with flagship reopening at Queen's Road Central

HONG KONG, April 23, 2026 — gl is proud to announce the reopening of its flagship store at Queen's Road Central on April 23rd. The reopening marks a transformative milestone for the brand, celebrating the official introduction of its new brand identity—**gl**—a fluid, dynamic logo that serves as an extension of the brand's heritage while embracing a renewed sense of vitality. With its unbroken and continuous lines, the logo reflects wholeness, restoration, and resilience. It captures the harmonious coexistence of strength and vulnerability. It refers to healing, a call to reconnect, and a celebration of the modern feminine spirit. **gl** embodies a more dynamic and restorative expression of the brand.



gl new flagship store at Queen's Road store

Located in the heart of the city's premier shopping district in Central, the revitalized flagship store has been designed to reflect the brand's evolution. Spanning three floors with a total area of 5,858 sq. ft., the interior features a soothing palette of coral and ivory as primary tones, creating a warm and nurturing atmosphere, while accents of henna add depth and visual contrast. The materiality is enriched by the raw texture of cement, the warmth of wooden linear details, and the distinctive character of henna and red tiles. **Flowing curved forms** guide visitors through an intuitive journey meant to inspire movement and emotional release.



gl places paramount importance on the customer's shopping journey. The **ground floor** features an extensive use of mirrored surfaces, cultivating a fast-paced and dynamic ambiance that invites energy and movement. The **mezzanine level** introduces a sophisticated interplay of green and gray tones, complemented by sculptural organic-form table that embody a distinctly contemporary aesthetic. The **top floor**—the largest of the three—showcases a shell-inspired feature wall in coral, evoking a sense of timeless elegance and refined sophistication. Each of the three levels offers a distinctly curated spatial experience. At the heart of the store, a dedicated theme wall prominently presents the gl brand poster philosophy, serving as a visual manifesto of the brand's commitment to empowering the modern woman. Staying true to the brand's heritage of customer-centric design, the newly renovated rest areas have been thoughtfully expanded to provide a serene sanctuary, while preserving gl's signature sense of spaciousness and comfort.



gl pre-launch linen collection at Queen's Road store

gl unveils its **pre-launch linen collection**, now available at Queen's Road store. The collection introduces a sport-inspired crochet knit set that blends athletic ease with artisanal craftsmanship. The open-work zip-front jacket, tank top, and mid-length skirt are exquisitely crocheted from 100% linen yarn, each featuring a delicate open construction that embodies effortless chic and a laid-back feel. The airy structure offers gentle breathability while evoking a sense of casual luxury—perfect for the discerning woman who values understated elegance and meticulous design.



Embracing the essence of quiet luxury, the pre-launch linen collection embodies understated modernity and effortless summer elegance. Centered on the hero summer waist coat, the line features luxurious summer linen sets and co-ordinates in a palette of soothing earth tones. Designed for the discerning minimalist, this naturally inspired assortment prioritizes sumptuously soft and comfortable silhouettes, offering a refined yet relaxed wardrobe for the season ahead.



Louise Wong embraces effortless elegance in pure linen knit set

Dressed in the brand's newly launched Pure Linen eyelet knit set, Louise Wong captured the audience's attention and shared her personal styling insights on stage. During the event, she shared her insights on fashion styling, highlighting her appreciation for pieces that combine understated elegance with intricate design. Outfitted in the newly debuted Pure Linen eyelet knit set, Wong noted the exceptional comfort, youthful tailoring, and vibrant silhouette of the ensemble, describing it as an ideal match for her personal style.

Wong further expressed her long-standing affinity for the homegrown Hong Kong brand, noting that the sophisticated yet energetic atmosphere of the new Central flagship store establishes it as an excellent shopping destination. Reflecting on the refreshed brand identity, she described the new "gl" logo as modern and fluid, adding that the brand's dynamic and diversified evolution successfully retains its core characteristics of tenderness and grace.



Ribbon-cutting ceremony marks a new chapter for the brand

The event culminated in an official ribbon-cutting ceremony, where members of the brand's management team joined Louise Wong on stage. Against a collective countdown by the guests, the grand curtain was officially drawn, symbolizing the opening of a brand-new chapter for gl.



The revitalized flagship store marks a new chapter for gl—a store where architectural innovation meets emotional resonance. More than a fashion destination, it stands as a sanctuary for healing, empowerment, and self-discovery. As gl unveils this transformative vision, the brand reaffirms its commitment to the modern feminine spirit, inviting all who seek connection and renewal.

#gl #flagship #reopening #queensroadcentral