

Paris Guide

The French capital is evolving with a new focus on wellness and beauty, along with retail openings and pop-ups from renowned designers and local independent stores. Discover our top insider tips here

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02.20.23 - 21 minutes



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Research this city for:



Luxury brands and fashion innovators

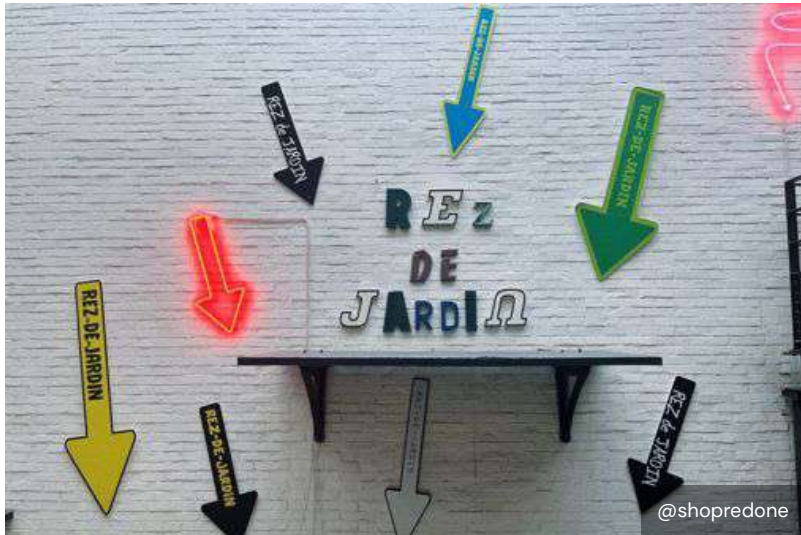
Artisanal, inclusive intimates

Made-in-France craftsmanship

Growing organic & local food movement

Premium kidswear

Fashion culture & indie magazines



@shopredone



WGSN Original Image

Overview

Paris remains a hub of culture and creativity. Several new local brands and store openings cater to the growing demand for wellness and self-care. Sustainability is also a focus, as local grocery stores specialise in home-grown products and promote zero-waste efforts.

The city's food and drink scene is increasingly influenced by the East. New Korean-inspired spots such as Café JIRISAN and Japanese restaurants such as Chakaiseki Akiyoshi add to the rich culinary landscape of Paris.

Follow our insider guide to discover hidden gems of the city.

Forthcoming events:

Paris Fashion Week: February 27 - March 7

Première Vision: July 4-6

Lollapalooza Paris: July 21-23




Rock en Seine: August 23-27

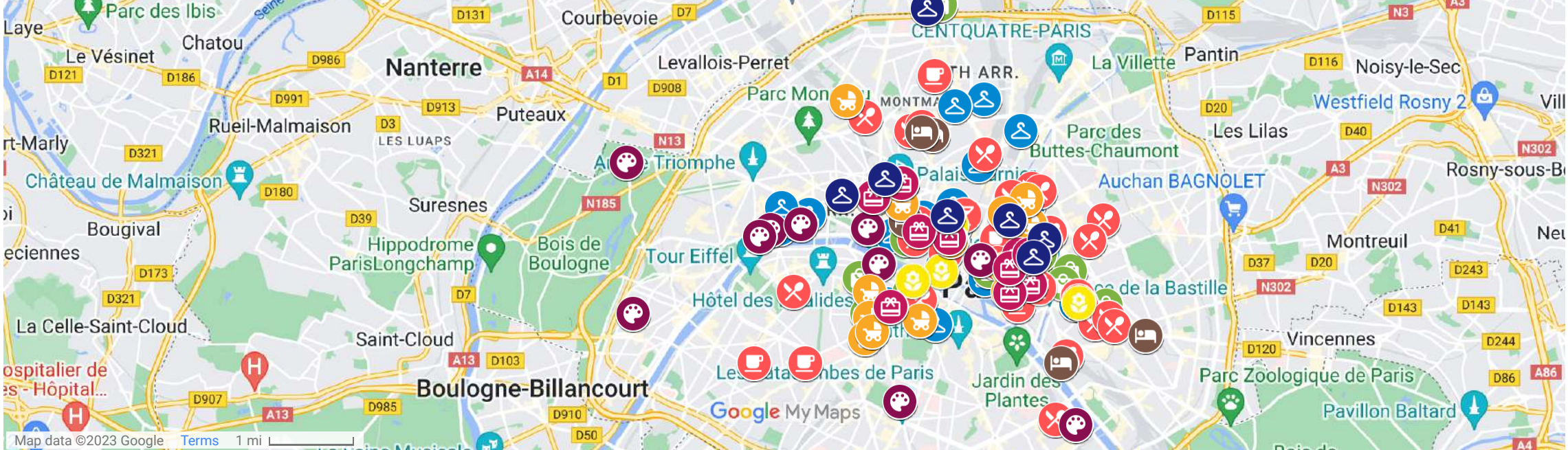
Maison & Objet September 7-11

Paris Design Week: September 7-16

Art Basel Paris October 19-22

Click on the icon below to filter by category

 **WGSN CxC Paris recommendations** ★
[This map was made with Google My Maps. Create your own.](#)  



The map displays a dense cluster of colorful circular icons representing various recommendations in the Paris region, primarily centered around the 11th and 13th arrondissements. The icons include symbols for a shopping cart, a fork and knife, a person, a gift, a house, and a speech bubble. The map background shows major landmarks such as the Tour Eiffel, Bois de Boulogne, and the Seine river, along with neighborhood names like Nanterre, Boulogne-Billancourt, and Montmartre. A scale bar at the bottom left indicates 1 mile.

Key areas



Le Marais

The epicentre of Parisian shopping, Le Marais is home to independent designers, luxury brands and galleries. The oldest buildings in the city can be found in this medieval neighbourhood, which is ideal for spotting youth-driven street style.



République/Canal Saint-Martin

A bohemian neighbourhood home to younger locals and families. Concept stores, local brands and restaurants are in the bustling centre of the Right Bank. Independent designers and international chains share the beautiful sprawl from above Le Marais up to the northern Canal.



Pigalle/Montmartre

From SoPi (South Pigalle) to the heights of the Butte de Montmartre, explore the vintage stores, restaurants and bars on the cobblestone streets. The best views of the city are found looking down from [Sacré Coeur Basilica](#).



Champs Elysées

In the 8th arrondissement, the most visited avenue in Paris is welcoming flagships by France's most popular luxury brands, such as Saint Laurent's four-storey spot planned for 2023. The Arc de Triomphe, Wrapped by Christo was delivered in September 2021.



Saint-Germain-des-Prés

From galleries to charming local shops and a luxury presence, visit this historic neighbourhood to grasp the heritage of the Left Bank. Close to [Le Bon Marché](#), [Musée d'Orsay](#) and Parisian staples [Les Deux Magots](#) and [Café de Flore](#).

What's new



Yayoi Kusama and Louis Vuitton pop-up
101 Avenue des Champs-Élysées, Champs-Élysées



Le Bon Marché Rive Gauche pop-up wellness collab with Teamlab
24 Rue de Sèvres, Eiffel Tower
February 25 - April 23



Merci Paris celebrates the creativity of pop culture cartoons
111 bd Beaumarchais, Marais
Until March 19



Jacquemus boutique
58 Avenue Montaigne, Champs-Élysées



Galleries Lafayette's Care Bears pop-up with craft workshops
40 Bd Haussmann, Opéra
Until March 16



Cartier flagship reopens
13 Rue de la Paix, Bourse



Gucci's first boutique dedicated to luggage
229 Rue Saint-Honoré, Palais Royal

Who to know

The creative names to follow in Paris across art, fashion, design, and music



Aya Nakamura

French-Malian singer Aya Nakamura broke records in 2021. With more than one billion downloads on Spotify of her album Nakamura, she became the first French female singer to reach such a height. She also appeared on the first cover of the new Vogue France in November 2021.



Léna Mahfouf (Léna Situations)

One of the leaders of fashion vlogging on French YouTube, Léna is a fashion influencer and creative director. She is also the founder of women's ready-to-wear brand Hotel Mahfouf and a namesake vegan restaurant in the 17th arrondissement.



Loïc Prigent

Paris-based fashion reporter, YouTuber and collector of ironic and absurd quotes on fashion, Loïc is one of the most sought-after journalists in the field. Famous for his attention to detail, expertise and wit, he reports from fashion shows and ateliers that usually stay behind closed doors.



Léo Walk in Paris

Dancer Léo is an influencer and choreographer. Having worked with singer Angèle and rapper Roméo Elvis, both from Belgium, as well as French singer Christine and the Queens, he formed troupe La Marche Bleue in 2018, focusing on hip-hop and contemporary dance.



Eugénie Trochu

A Paris-based journalist known for her sense of style and devotion to Vogue, where she's worked since 2010. Named head of the magazine's editorial content in September 2021, Trochu unveiled the goals of the new Vogue France, which are to be more inclusive and global.



Anne Laure Mais

The Paris/Bordeaux-based creative director of fashion label, Musier. Mais draws inspiration from archives, childhood memories and the people around her. Each Musier piece is hand-crafted in France by experts. The brand is stocked at Galeries Lafayette and The Frankie Shop.



Filippa Hägg

A Swedish-born stylist and fashion consultant with a namesake label that teams Scandinavian minimalism with classic Parisian style. Hägg's feed showcases her personal street style along with inspirational fashion shots from her impressive portfolio of clients.



Justine Clenquet

Creative director of her eponymously named jewellery brand, Justine Clenquet is known for reimagining femininity and masculinity in delicate creations. Her work is worn by local and international influencers, from singer Angèle to US model Kendall Jenner. In 2020, the brand introduced a shoe line inspired by the late 1990s.



Elie Y Obeid

Providing inspiring photos of Paris on a near daily basis, Elie Obeid's use of light sets his account apart. His mix of architecture, lifestyle and food content is matched by an ability to capture rarely seen neighbourhoods and sought-after views of the city.



Morgane Ortin

A writer and sex activist, Morgane Ortin is mostly known as the person behind Instagram account Amours Solitaires, a compilation of SMS exchanges on love, passion and heartbreak. She has also released two books and a journal titled Not All Letters Are Love Letters.

Retail: fashion

Must-know spots range from reimaged department stores to pop-up spaces.



Samaritaine

9, rue de la Monnaie, Le Louvre

Reopened in June 2021, this destination for luxury shopping also comprises a hotel and spa. It is worth visiting for its façade and interior alone, but don't miss the unique roster of brands, from streetwear to luxury, and the largest beauty section among European department stores yet.



Superstich

13 Rue Racine, Saint Germain

This store and denim services company has an in-house line of jeans, jackets and tees. It offers hemming using a Union Special 43200 G machine, originally used in Levi's factories in the 1940s-70s, to help preserve the original quality and character of denim.



The Next Door

10, rue Beaurepaire, La République

A multibrand store imagined as a crossover between streetwear and luxury. Located in creative Canal Saint-Martin, it focuses on limited-edition trainers, upscale menswear and accessories. The building is also host to its office space and studio.



Elevastor

1, rue Dupetit-Thouars, Le Marais

Smaller and less well-known than other showrooms in the area, such as The Broken Arm or Tom Greyhound, Elevastor has an unusual selection of young brands not found elsewhere, such as Barcelona's Paloma Wool and Georgian label Situationist.



L'Exception

12 Rue Philippe de Girard, Canal Saint-Martin

The multi-brand concept store and e-commerce site specialises in luxury fashion for both women and men, and recently launched its own clothing line. It offers advice and resources to young designers. It also has a personalised styling service subscription box.

Retail: lifestyle and interiors



Club Couleur

**Galleries Lafayette Haussmann,
40 Bd Haussmann, Opéra**

An innovative and e-com retailer and design boutique where you can shop by colours such as beige latte and matcha green. It offers a range of kitchen accessories, decorative items and clothes, all sorted and arranged by colour. Stop by to see the brand universe in Galleries Lafayette Haussmann.



Caravane

27 Rue Jacob, 75006 Paris

A true family enterprise, Caravane is a home decor and lifestyle haven of French Riviera-inspired pieces. It specialises in made-to-measure furniture, textiles and decorations. Located in the 6th arrondissement, la Maison Caravane is the brand's first Parisian retail spot.



Yvon Lambert Bookshop

**14, Rue des Filles du Calvaire,
Le Marais**

Established in 1967 by gallerist Yvon Lambert, this bookshop has a selection of works by contemporary artists, plus limited editions and vintage books on art, fashion and photography. The company also works as an independent publishing house.



(RE)store at Galleries Lafayettes

**40, Boulevard Haussmann,
L'Opéra**

On the third floor of Galleries Lafayette Haussmann department store, (RE)store is dedicated to reusing and recycling secondhand items, all under the company's eco responsible label, Go for Good. Visit for fashion and accessories, vintage home objects, lifestyle products and organic beauty.



Saint Ouen Flea Market

87 Rue des Rosiers, 93400 Saint-Ouen, France

Open every month except August, this is a destination for vintage and antique shopping. From posters and colourful door knobs to rare and expensive furniture, you might come across a vintage Courrèges bracelet or an original YSL suit.

Key category retail: kidswear

Shop Paris's key category, where brands stand out for their online presence and trend-forward selections.



Smallable

This concept store with a digital-first strategy has proved a game changer in France. With everything from premium on-trend home furnishings to apparel for children and mothers, it is a must for the local family.



Antoine & Lili

A staple Parisian concept store, with a flagship along Canal Saint-Martin. Its niche of colourful clothing is on show via its social media strategy and a bright and optimistic retail space.



Les Petits Yeux Verts

Centre Commercial Kids, 22 Rue Yves Toudic, Canal Saint-Martin

Founded by a husband and wife on a mission to protect kids' eyes, this brand is committed to affordability and aiding local know-how. It makes a positive impact on the planet by crafting each pair of sunglasses using castor oil, a bio-sourced and anti-allergenic vegetable oil.



Marie Puce

60 Rue du Cherche-Midi, Saint Germain

A leading name in French children's fashion, known for its timeless designs, high-quality craftsmanship and retro charm. The brand is beloved for its signature Liberty blouse and vibrant floral prints. Marie Puce makes two main collections per year, with one or two limited-edition capsule collections.



Bonton

One of the only fashion concept stores in the city that doubles as a lifestyle store for children and their parents. Tucked away in a chic neighbourhood, Bonton is ideal for gifting.

Key category retail: intimates

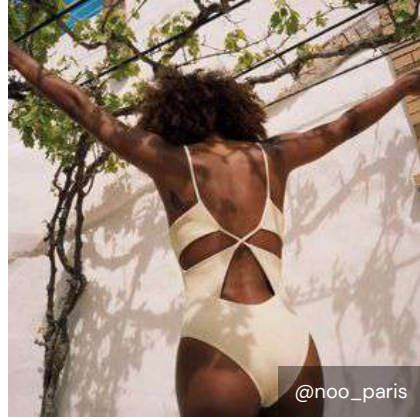
Shop Paris's other key category, intimates, as brands stand out heritage craftsmanship and inclusivity.



LIVY

**83 Rue Vieille-du-Temple,
Marais**

LIVY is setting a new standard for the industry. Longevity, sustainability and craftsmanship is at the heart of the brand, with the reuse of raw materials such as lace and a collection made on demand.



NOO

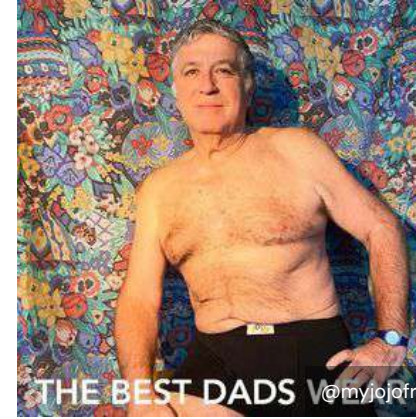
**128 Rue Vieille-du-Temple,
Marais**

Driven by a team of 30 women, NOO aims to create pieces inclusive of all body types and ages. It is also committed to giving back to the community and donates a pair of panties to a woman in need.



Ludovic de Saint Sernin

This young designer has made waves at Paris Fashion Week, sending models down the catwalk in barely there creations. Ludovic de Saint Sernin prides himself on making clothing for all genders and does not label collections as menswear or womenswear.



MyJoJo

Jojo began when the founder saw a gap in the underwear market for inclusivity. The brand says it offers boxers for everybody, catering to messages of gender-inclusive expression, more ethical production and an activist mindset.



Eres

The height of premium production from the Chanel fashion house, including all of its swimwear and lingerie collections. Eres prides itself on its design, craftsmanship and comfort at a luxury price point.

Key category retail: high-end vintage

These outlets prolong the life of items and align with the global circular fashion trend.



En Voiture SIMONE...

6 rue du Perche, 75003, Marais

This exclusive vintage boutique is a favourite among Parisians due to its sharp and modern selection of designer clothes and accessories in a concept store-like atmosphere.



Thanx God I'm a V.I.P.

Founded in 1994, this large, high-end vintage boutique is known for its colour-coded display system. It has a big selection of pieces ideal for city wear.



7th Heaven

Located on the seventh floor of Le Printemps department store, this 1,300sq-ft space is centred on circular fashion. It oversees two core areas: vintage and upcycling, and offers pop-up space to new companies and startups in the secondhand, upcycling, repair or customisation sector on a rotating basis.



Relique

1970s style runs through this brand's presentation and selection of womenswear, menswear and kidswear. The quirky shots on its Instagram feed provide eye candy. The vintage fashion and lifestyle space at Galeries Lafayette is another spot to visit.



Re-See

This online platform is keen on keeping great fashion in circulation and displays a curation of both vintage and more recent pieces. On top of focusing on high-end fashion, it offers a bespoke repair service for handbags.

Brands to know

Emerging brands combine neo-vintage aesthetics with sustainability.



Marcia

Worn by French celebrities such as Leïla Bekhti and Jeanne Damas, this women's brand “makes sustainable clothes that rhymes sexy with comfy”. Besides its signature Tchikiboum dress, the line extends to knitwear, catsuits and jewellery, all with an unusual, sensual twist.



Botter

Although Botter has been part of the Paris Fashion Week calendar since 2020, its S/S 22 collection called Global Warning has kept the fashion community on its toes. The dark inspiration behind its collections is tempered by bold and upbeat colours, clean cuts and memorable accessories.



TSENKOFF

2 rue de Marseille, Canal Saint-Martin

A Paris-based ready-to-wear label that offers a minimalist take on femininity with a sensual twist. Each piece is handcrafted in Europe, with a focus on sustainability and more responsible production through creation of small, high-quality collections made to last.



Carel

2 Rue Tronchet, Champs-Élysées

Fans of this brand include British style icon Alexa Chung and French singer-songwriter Françoise Hardy. The 70-year-old French shoe brand is rooted in tradition and renowned for elegant, yet comfortable heels.



D'heygere

Belgian designer Stephanie D'heygere focuses on the unexpected function of her pieces. For instance, a belt can hold a lighter and a ring can be decorated with a tiny candle. Visit the Paris-based brand's website for ironic ways to use fine jewellery.

Food and drink

The creative insiders' must-know destinations for dining and drinking.



Le Paon Qui Boit

61 rue de Meaux, Parc des Buttes Chaumont

This innovative concept is shaking up the Parisian bar scene. As the city's first alcohol-free 'cave', Le Paon Qui Boit offers a unique selection of more than 400 original drinks that cater to various dietary and lifestyle needs, from savoury vegan to halal beverages.



Le Food Market by Le Food Society

1 Boulevard de Belleville, 75020 Paris, France

Mostly known as seasonal street food event, Le Food Market is also a magazine, a food court in Lyon and a community of people united by their love of food. Its last big event was a celebration of the Lunar New Year.



Café JIRISAN

8 Rue Saint-Paul, Marais

Part of the Hallyu in Paris, this new cafe brings lively Korean dining culture to France. The expansive drink menu includes Jeju Matcha Lattes while homemade cheesecake comes in various flavours for dessert, such as Tiramisu.



Chakaiseki Akiyoshi

59 Rue Letellier, Parc des Expositions

This traditional Japanese restaurant offers tea ceremony style cuisine. It showcases the beauty of the four seasons via carefully presented dishes and decor, including custom ceramic tableware. The monthly changing menus are expertly paired with matcha tea.



Electric Paris

128 Rue La Fayette, 75010 Paris, France

In the 10th arrondissement, close to the Gare du Nord, Electric Paris is a restaurant and gallery that showcases works by international and French artists. The team also organises exhibitions and culinary masterclasses.

Food and drink

Local organic supermarkets are pushing the sustainable agenda.



day by day

1 rue du Général Beuret, Parc des Expositions

A leading bulk sales store since 2013, with several locations throughout Paris. It has a large selection of products with no excess packaging. Each item contains a scannable QR code with complete product information. The store aims to reduce the environmental impact of waste, promoting responsible consumption at accessible prices.

La Récolte

43 Rue Beaubourg, 75003, Marais

Fresh, organic produce, plus homemade and healthy dishes such as soups, salads and gratins. La Récolte aims to create a connection between customers and food, with local producers delivering several times per week, with no intermediary. Each store is certified in Organic Agriculture, which is a testament to its commitment to providing environmentally sustainable products.

Miyam

82 rue Beaubourg, Marais

A local family business that was the first supermarket with only 1% food waste. Along with offering some of the freshest produce in the city, it has two in-store chefs to create seasonal recipes. Miyams' motto is that you have to be able to respect natural (often long) cycles to do things right.

satiō

11 Rue Alibert, Canal Saint-Martin

This daily grocery store has a short circuit approach and supports local communities to reduce the environmental impact of food production. In addition to offering good quality food, it serves as a platform for education and awareness. Customers can learn about production methods and the stories behind the products.

Hospitality

Places to stay that stand out for a creative, escapist vibe.



Hôtel MK2 Paradiso

135 Boulevard Diderot, 75012 Paris, France

The first cinema hotel, imagined by the industry conglomerate, MK2. Located off the tourist track in the residential but cool area of La Nation, it has 34 rooms and two lofts, all equipped with a film projector, plus a karaoke room.



HOY

68, Rue des Martyres, Paris 09, Saint Georges

Translated as 'today' in Spanish, HOY offers an escape without having to leave the city. An eco-friendly luxury boutique hotel, popular yoga studio YUJ, a spa, a restaurant with a plant-based menu and a flower shop are united under one roof.



Château Voltaire

55-57, Rue Saint-Roch, Paris 01, Palais Royal

Founded by the CEO of French brand Zadig & Voltaire, Château Voltaire is located in the historic 1st arrondissement. This five-star hotel has an atmosphere of Parisian elegance, from its warm colour palette to the name itself.



BABEL Belleville

3 Rue Lemon, Belleville

BABEL is designed to be a hub of social activity and culinary delights. Each room is made comfortable with warm and inviting colours. The suites are free of screens and distractions, delivering a calming retreat in the city.



Cinabre Les suites

14 Cité Bergère, Bastille

Parisian fashion accessories brand CINABRE, which specialises in handcrafted neckties, has opened two hotel suites above its 11th Arrondissement boutique. The designs aim to embody the French "art de vivre" and Art Deco style. Guests can listen to vinyl records on vintage hi-fi equipment.

Beauty and wellness

Beauty brands address new concepts that tap into daily needs.



Bâton Rouge

50 Rue des Francs Bourgeois, Marais

This independent French brand pushes for more responsible, inclusive beauty. It aims to be zero-waste by manufacturing on demand and on site, with each lipstick custom-made by appointment in its Paris boutique. It also uses eco-friendly packaging



Food supplements

The trend for organic and carefully branded food supplements is here to stay, noted in our Trend Curve: Gut Health. Alongside Aime, Atelier Nubio and D-Lab, organic French brands Respire and On the Wild Side have extended their lines to offer vitamins and targeted supplements.



LABOTÉ

3 Rue Keller, Bastille

This custom botanical cosmetics brand was born out of French pharmacist Dr. Lucile Battail's dream of feeling comfortable without make-up. Free in-store and online consultations with expert naturopaths and pharmacists help identify the best products for individual skin types and concerns. A 15-minute express treatment is also offered in-store.



Horace

68 Rue Vieille du Temple, 75003 Paris, France

This skincare and personal care brand made waves by being one of the first to market beauty differently to Parisian men. From its skinclusive campaigns to the haircare, skincare and natural toothpaste, Horace is one to watch for marketing strategy and impeccable products.



L'Institut du Bon

24 Rue de Sèvres, Eiffel Tower

A new beauty and wellness space within Le Bon Marché Rive Gauche, one of Paris's premier department stores. L'Institut du Bon features six treatment rooms where customers can have bespoke beauty treatments using advanced technologies from brands such as Guerlain, Dior and Biologique Recherche. Treatments can be reserved through Le Bon Marché's website.

Culture

Unmissable cultural destinations and shows in the city.



POUSH

153 Avenue Jean Jaurès, 93300 Aubervilliers

Located in the gentrified area of Aubervilliers on the outskirts of Paris, POUSH is a hub for artists, sculptors and photographers. More than 150 creatives work here on a daily basis to present their creations at local galleries, museums and in exhibitions and festivals organised by POUSH.

Palais Galliera

10 Avenue Pierre 1er de Serbie, 75116 Paris

Reopened in 2020 after years of renovation, Palais Galliera has more than 200,000 items in its permanent collection, including ready-to-wear and couture, accessories and shoes, as well as sketches and documentation. The exhibition 1997 Fashion Big Bang is dedicated to the contemporary fashion scene of that year.

Maison Européenne de la Photographie

5/7 Rue de Fourcy, 75004 Paris

The MEP is located in the central 4th arrondissement. Alongside the Jeu de Paume museum, it is home to the best photography exhibitions in Paris. It is currently home to the first retrospective in France dedicated to Zanele Muholi, a South African photographer and activist whose work celebrates the Black LGBTQIA+ community.

Musée d'Orsay

1 Rue de la Légion d'Honneur, 75007 Paris

On the Seine embankment, Musée d'Orsay is an ultimate destination for admirers of French impressionism. With an impressive permanent collection, from oil paintings by artists Claude Monet and Toulouse-Lautrec to Auguste Rodin's sculptures, it is also home to exhibitions on work by renowned creatives such as Catalan architect Antoni Gaudí and Norwegian painter Edvard Munch.

Paris Photo

Grand Palais Éphémère, 2 Pl. Joffre, 75007 Paris

International photo fair, created in 1997 and hosted annually ever since, Paris Photo supports photography and the work of galleries, publishing houses and artists in general.

Culture



Foundation Louis Vuitton

8 Avenue du Mahatma Gandhi, Trocadéro

Designed by Canadian architect Frank Gehry, this modernist glass structure is a hub of contemporary art and hosts temporary exhibitions by prominent global artists. This spring, it will host a retrospective entitled Basquiat x Warhol, À Quatre Mains, featuring over 100 works from the artists.



La Galerie Dior

11 Rue François 1er, Champs-Élysées

Opened in 2022 and located within the historic HQ of the brand, the gallery is a tribute to Dior's craftsmanship and past collections, showcasing its commitment to creativity and innovation. The three-storey space includes Café Dior, available exclusively to visitors. Book online in advance.



Villa La Roche

8-10 Sq. du Dr Blanche, Trocadéro

Designed by Swiss architect Le Corbusier in 1925, Villa La Roche is considered a cornerstone of modernist architecture in France. The building serves as a living museum, showcasing Le Corbusier's furniture and interior design, plus architectural drawings, paintings and sculptures.



Cartier Foundation for Contemporary Art

261 Bd Raspail, Montparnasse

Housed in a building by French architect Jean Nouvel, the foundation's exhibitions represent a wide range of mediums, including painting, sculpture, video and photography. Currently on show are paintings by French artist Fabrice Hyber, known for combining Pop Art, Surrealism and conceptual art.

Culture

Independent magazines are thriving in the city



Voyage Voyage Magazine

This French-language hybrid magazine-guidebook offers a selection of intimate and special travel experiences rooted in local culture. It offers a 360-degree view of the world via a combined print, social media and digital presence.



ONIRIQ Magazine (NEW)

An insightful and stylish perspective on luxury, art and pleasure. ONIRIQ Magazine is new, with its second edition featuring French singer Adé on the cover. Its website has a round-up of topics ranging from jewellery to cars.



INTERLOPE Magazine

A platform for subversive, unconventional creatives who operate outside the mainstream. The name hints at the magazine's approach, as the French word means something suspicious, reflecting an interest in challenging societal norms.



Fisheye Magazine

A physical and virtual platform dedicated to showcasing contemporary photography, with a focus on boundary pushing content. The magazine and website provide a way for creatives to share work and connect with a community.



Yves Saint Laurent Museum



Installation at Merci



Galerie 54

Click for Paris newness on the City by City Feed

City by City Feed

#paris

143 Stories Sort by: Newest

Market Category Year Content Type paris Clear filters



#lowandnoalcohol #bartrends #paris

Le Paon Qui Boit is an innovative concept in the Parisian bar scene as the city's first alcohol-free cave, featuring a wide variety of more than 400 original drinks that cater to various dietary and lifestyle needs. Along with being alcohol-free, there are also certified vegan, gluten-free and halal beverages. The majority of the drinks are made in France and in small batches and quantities. The space regularly holds free tastings of its selection

17.02.23



#sneakers #newstorealert #multibrandstore #paris

NAKED Copenhagen is a Danish premium sneaker label with an exclusive curation of women's sneakers from brands including Salomon and New Balance, as well as T-shirts and accessories. It is opening its first European flagship boutique outside Denmark in February 2023. The 150-metre space in Marais is a go-to for sneakerheads and design lovers, featuring a minimalist Scandinavian decor that highlights the brand's roots paired with touches of Parisian refinement

16.01.23



#paris #popupstore

Surprise, a Parisian sustainable knitwear label promoting small-scale made-in-Italy production of its cashmere and mohair wool sweaters and accessories, has opened its first popup store in Le Marais. The space features the brand's signature selection of brightly coloured, natural knitwear highlighted by custom, vibrant floral bouquets scattered throughout the boutique

13.02.23



#paris #hyperlocal #newhotel #retailstrategy #hybridretailspace

CINABRE, a Parisian fashion accessories brand specialising in handcrafted neckties made in France, will soon open two hotel suites above its boutique at 14 Cité Bergère in the 11th Arrondissement. Each suite is a homage to the art de vivre (French art of living). Guests will indulge in the brand's universe of Art Deco design, signature cocktails and music with retro-futuristic hi-fi equipment and vintage vinyl. The suites are available for reservation from February 2023

09.02.23



#sweetpink #powerpastels #paris #newexhibitionspace

Parisian studio Golem, headed by Ariel Claudet, has designed the interiors for the Superzoom art gallery located in the historic Le Marais district of Paris. The #SweetPink walls, floors and furniture create an unconventional space in the gallery that is pleasure-driven. It also aligns with Superzoom's signature pink colour that reflects the vibrancy of the local nightlife and techno scene. The pink den is accessible to visitors and can be used for exhibitions or events

07.02.23



#paris #BeautyRetail #beauty-meets-wellness #healthandwellness #retailspace

Le Bon Marchérive Gauche has brought beauty and wellness to the forefront with L'Institut du Bon, a new in-store space. Each of the six light-filled personal cabins offers a soothing environment for customers to enjoy specialised bespoke beauty treatments using cutting-edge technologies. Premium skincare brands such as Dior, Guerlain and Biologique Recherche have crafted exclusive treatment menus. You can reserve your custom treatment via Le Bon Marché's website

31.01.23



#newstorealert #paris

Gucci recently opened its first flagship dedicated to luggage on Paris' Rue Saint-Honoré. The store is a symbol of the Italian brand's ongoing strategy to reinforce itself as a leader in the travel category. It features modern aluminium suitcases, unique trunks and heritage-inspired hat boxes

26.01.23



#newexhibition #paris

Acerochage de groupe is an exhibition showcasing works from 21 established and emerging artists. Visitors can immerse themselves in contemporary art and its history through the works of Viro Gho, French painter Robert Combas, Dutch painter Pat Andreu, US artist KAWS and French sculptor Vincent Beaurin. The exhibition is on display at Strouk Gallery in Paris until 28 Jan

23.01.23

