

A Maison Francis Kurkdjian boutique | @ N.Baetens

Paris / ARCHITECTURE



The Most Beautifully Designed New Stores In Paris



Paul McQueen
Updated: 24 October 2016

Paris is home to 62,000 retailers whose design and architectural attributes range from the sublime to the unmentionable. To help businesses see the financial sense in surface beauty, the regional [Chamber of Commerce and Industry](#) devised the [Paris Shop & Design Award](#). The winners of the 2016 competition, which was limited to works completed within the last three years, were announced on



Sabé Masson

Work finished on this gorgeous perfume shop in the 3rd arrondissement in April 2015. For owner Isabelle Masson (who is also co-founder of cosmetic mega-chain [Sephora](#)), the project revolved around creating a space which properly showcased the brand's colorful and much-loved packaging. Designer and architect [Vittoria Rizzoli](#) wanted to give the 'products the opportunity to express their personalities.' [Sabé Masson](#) is thus predominantly white, with interest added by an intelligent choice of natural, modern materials. The atmosphere created is light and bright, like a 'spring sky,' as Masson puts it.

Open Monday to Saturday, 11AM to 7:30PM.

*[Sabé Masson, 4 Rue Franche Comté, Paris, France,](#)
[+33 1 77 11 08 22](#)*



Sabé Masson store | © A.Lamachère



Mauboussin

The flagship store of the [Mauboussin](#) jewelry brand was finished in November 2015. Alain Némarq, the brand's president, wanted to create a two-level shopping space which reinterpreted the grand styles of French design, with a particular focus on [Art Deco](#). [Régis Botta](#) was the one who realized this vision, ensuring a careful balance between tradition and modernity and a soft, luminous tone. The store's lighting is hidden within the display cabinets and windows, a move which helps transform the glittering diamonds and gems into sources of light themselves.

Open Monday to Saturday, 10:30AM to 7PM.

[Mauboussin, 15 Rue de la Paix, Paris, France, +33 1 80 18 15 90](#)

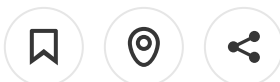


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10 mentions J'aime

galerie_tn MAUBOUSSIN PARIS , New Merchandising !
#mauboussin #paris #flagship #ruedelapaix #Bijouterie
#Joaillerie #Orfèvrerie #Distribution #Lancement #lux
#luxury #jewelry #bijoux #merchandising

IL Y A 42 MOIS



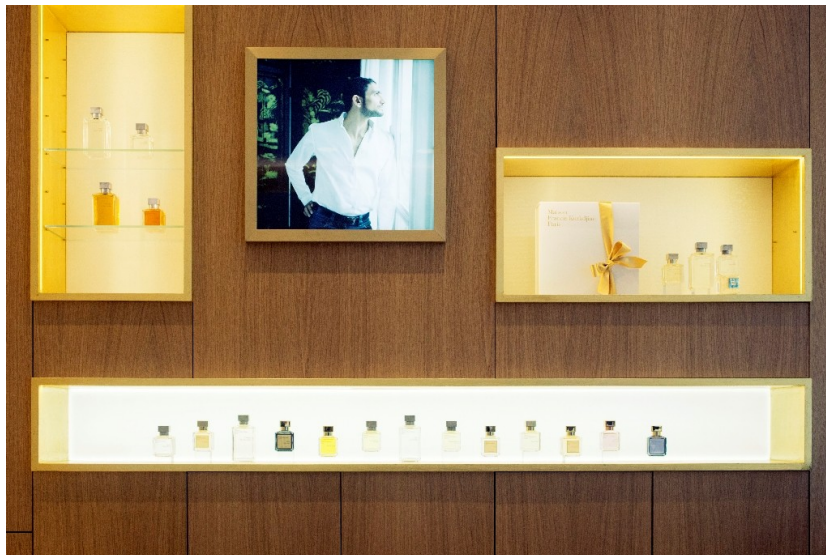
Maison Francis Kurkdjian

culture trip

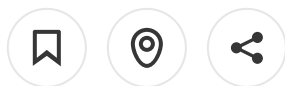
Ernst & Young. Completed in September 2018, this is his second store in Paris and seventh in the world. [Nicolas Bouisson and Julien Pilon](#) have created a *mise en abyme* for the brand, a space which captures its very essence. As they have said, '[t]he fluidity of the fragrances has in turn inspired the design of a long, curved, and enveloping wall that accompanies the visitor from the entrance of the shop.' The polished concrete floors inlaid with brass cabochons and light oak furniture are an added touch of luxury.

Open Monday to Saturday, 11AM to 2PM and 3PM to 7:30PM, and Sunday, 12PM to 2PM and 3PM to 7PM.

[Maison Francis Kurkdjian, 7 Rue des Blancs-Manteaux, Paris, France, +33 1 42 71 76 76](#)



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UNIQLO



store category for 2018. The building was once a precious metal foundry, the property of La Société des Cendres du Marais since 1954, and the redesign was careful to respect its architectural and industrial heritage. Indeed, a select number of machinery objects have been kept on site to preserve the memory of the place. [Pierre Audat](#) has emphasized the central volume of the workshop, creating a bright and airy space bookended by two formerly identical facades.

Open Monday to Friday, 11AM to 8PM, and Saturday and Sunday, 10AM to 8PM.

[UNIQLO, 39 Rue des Francs Bourgeois, Paris, France, +33 1 53 01 87 87](#)

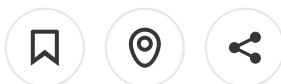


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IL Y A 24 MOIS



L'Exception

The [L'Exception](#) concept store in the [1st arrondissement](#) was completed in December 2015. The company's founder, Régis Pennel, has said that his mission was 'to make it one of the [best multi-brand stores](#) both in the selection of brands and pieces but also its digital and retail integration.' [Philippe Rizzotti](#) was mindful to create a space from a right-angled triangle that was as flexible as

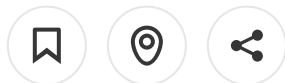


*Open Monday to Saturday, 10AM to 8PM, and
Sunday, 11AM to 7PM.*

*L'Exception, 24 Rue Berger, Paris, France, +33 1 40
39 92 34*



L'Exception store | Courtesy of L'Exception



Sensee

This optician won in both the Wellness and Digital categories of the Paris Shop & Design Awards. [Sensee](#) was established in 2011 on an exclusively online basis, a Made-in-France brand which designs and distributes its own eyewear collections. The shop on Rue Rambuteau was finished in September 2015 with a sleek and colorful design. [Cristiano Benzoni](#) and [Sophie Thuillier](#) were inspired by the periodic table of elements, creating individual cases with specific lighting in order to show off each frame by family form.