Paris and fashion have been closely linked for more than a century. The birthplace of the most prestigious couture houses, haute couture fashion still takes centre stage in Paris during the twice yearly Fashion Week shows, not to mention the sales in January and July. Paris is also home to numerous designers with a typically Parisian signature. They create tomorrow’s trends and their creations can be found in a variety of shops, from department stores to more confidential boutiques. There has been a spate of shop openings recently, with all-new flagship stores on the Champs-Elysées, in Saint-Germain-des Prés, near the Opéra and in the Marais district. Young designers are making their mark alongside major brands, especially in up-and-coming districts such as the northern part of the Marais, often referred to as the ‘haut Marais’, south Pigalle and along the Canal Saint-Martin in the 10th arrondissement.

IN FOCUS

La Cité de la mode et du design (centre for fashion and design)
Following the transformation of the industrial buildings of the former Magasins Généraux on the banks of the Seine, the Cité de la mode et du design will officially open in spring/summer 2012. The fashion Institute has already taken up residence here and will be followed by private-hire spaces for fashion shows, shops, restaurants and exhibition areas. The complex will be entirely devoted to fashion and design. A number of events have already taken place here, including the Salon du vintage, the Chic Art Fair devoted to contemporary art and design and several catwalk shows.
Cité de la mode et du design 34 quai d'Austerlitz, Paris 13th – M° Gare-d’Austerlitz

Palais Galliera, musée de la Mode de la Ville de Paris
After being closed for several months for renovation and refurbishment work, the City of Paris fashion museum will reopen in 2013. Inaugurated in 1977, this palace houses the museum’s impressive collections of more than 90,000 items.

MUST SEE

> Landmarks
Some of the city’s institutions and major venues take an active part in promoting Paris’s reputation in the sphere of fashion.
CURRENT TRENDS

> More and more luxury brands

Prada created a buzz in Paris at the beginning of the year with the reopening of its flagship store on rue du Faubourg-Saint-Honoré. Architect Roberto Baciocchi has painstakingly renovated the 19th-century building, which now has black and white tile flooring with black marble from Marquina, mirrors and velvet hangings on the walls. The store spreads over a three-storey expanse of 760 m² devoted entirely to the brand’s prêt-à-porter lines for men and women and accessories. The shop Old England, located for the past 144 years at No. 12, Boulevard des Capucinesisclosed down in 2012. It will be replaced by what has been called ‘the world’s biggest luxury watch shop’, displaying Rolex, Piaget, Cartier and Montblanc watches over a 2,000 m² area. The wooden facade of Old England is listed and will therefore be preserved. On Avenue Montaigne, a second, 600 m² Chanel store is expected to open, with an Yves Saint-Laurent store to come up next door. On rue Saint-Honoré, Armani recently opened a second Paris store for its younger line, Emporio Armani. Extending over 500 m², the two-storey shop features the complete Emporio Armani men’s and women’s collections, as well as the brand’s lingerie line and Armani Jeans collection. On rue du Faubourg-Saint-Honoré, Balenciaga is expected to open its third Paris store this year after its Avenue George-V and rue de Varenne shops.

Chanel 51 av Montaigne, Paris 8th – M° Franklin-D.-Roosevelt – www.chanel.com
Prada 92 rue du Faubourg-Saint Honoré, Paris 8th – M° Concorde – www.prada.com

> The new Champs-Elysées shops

Prestigious leather goods brand Lancel recently reopened its Champs-Elysées shop, with a layout by product and set designer Christophe Pillet. This 1000 m² space is Lancel’s biggest Paris store and the brand, which is celebrating its 135th anniversary this year, certainly hasn’t cut corners: the shop features Murano chandeliers, art deco-style stained-glass windows and oak parquet flooring. Pillet has used environment-friendly materials, LED lighting and green-certified bronze mirrors to create an eco-flagship. Art lovers will enjoy the photo exhibition ‘L’art amour de la mode’ on the first floor. Open until end-2012, the exhibition retraces the Gala-Dalí love story. The complete Lancel men’s and women’s collections are available here, including the new line, Daligramme. Meanwhile, American brand Abercrombie & Fitch opened amid great fanfare at the lower end of the Champs-Elysées. More than 100 models/salesmen launched a charm offensive to entice people into the four-storey, 9,000 m² store on opening day, strolling around bare-chested to show off their perfect muscles. Another American Brand, Banana Republic (GAP’s upscale clothing line) has also just opened a 1500 m² store selling its chic sportswear– basics for the stylish townie – in an art deco-styled setting. Finally, there was the much-talked-about return of British brand Marks & Spencer, which now occupies a three-storey, 14,000 m² expanse at No. 100, Champs-Elysées selling lingerie and clothing for women, not forgetting the food hall with its array of Anglo-Indian dishes, puddings, muffins and other delights of British gastronomy.

Lancel 127 av des Champs-Élysées, Paris 8th – M° Charles-de-Gaulle - Étoile – www.lancel.com

> Deluxe with a difference

Shang Xia, the brand Hermès launched in China in 2010, is opening an 80 m² shop in Paris on rue de Sèvres, a short walk from the Hermès department store which opened end-2010. Showcasing traditional Chinese craftsmanship, Shang Xia will sell fabrics, home decoration objects, jewellery and furniture. Another new concept from the celebrated Faubourg-Saint-Honoré brand is its new line, Petit h, which re-uses high quality leather offcuts to make one-of-a-kind objects. The brand’s art director Pascale Mussard describes them as ‘unidentified poetic objects’ created by designers such as Godefroy de Virieu and Alice Cozon and Brazilian couturier Gustavo Lins. French designer luggage brand Louis Vuitton, meanwhile, is opening a shop with an adjoining jewellery workshop on the famous Place Vendôme, and has also announced the forthcoming launch of a new perfume by renowned...
perfumer Jacques Cavallier, Vuitton is one of the few luxury brands to have its own exclusive ‘nose’, together with Dior, Chanel, Guerlain, Hermès and Cartier. The LVMH group is also reviving the oldest luggage maker in Paris, Moynat – set up a hundred and sixty-two years ago – on rue Saint-Honoré, not far from rival brand Goyard.

Moynat 348 rue Saint-Honoré, Paris 1st – M° Tuileries – www.moynat.com

> More than just designers

They’re also oyster farmers, musicians and graphic designers. Laurence Mahéo is known for the dresses and tops she crafts from old silk scarves from flea markets and sells under her brand La Prestic Ouiston – the name of one of her favourite dolls when she was a little girl. She is opening her first shop on rue Lemercier in the 17th arrondissement, only a short distance from her oyster and fish restaurant: Laurence also happens to be an oyster farmer and restaurateur. Kitsuné, the brand created by Gildas Loaec and Masaya Kuroki, also reflects this trend: it’s both a record label and clothing brand. Kitsuné produces compilations of electronic, rock and pop music, and its stylish clothing line is very popular with musicians. Underground Paris electronic music label Tigersushi also has a clothing shop in Paris, in the hip Marais district. DJ Joakim is the founder of the brand and his cousin Laurène heads up the brand Tigersushi Furs. The style is casual chic: timeless basics with peppy touches like coloured pockets, or a little tiger, the brand’s mascot, along a seam. They also make the fetishitic Tigersushi shirts featuring the covers of their favourite albums, reproduced on the shirts by graphic designers and contemporary artists. Style collective Surface to Air have opened their flagship next to the iconic art gallery run by Yvon Lambert; they publish art books, organise exhibitions and have worked with Justice and Pharrel Williams besides opening clothing shops first on rue de l’Arbre-Sec and then on rue Charlot before this latest store on rue Vieille-du-Temple.

La Prestic Ouiston 32 rue Lemercier, Paris 17th – M° Place-de-Clichy – www.lapresticouiston.com

> Up-and-coming fashion districts

The Champs-Elysées has been busy updating its retail offer and hosting major international brands such as Lancel and Abercrombie & Fitch, but districts with a very Parisian vibe have also found their way onto the shopping itinerary of fashion enthusiasts. Palais-Royal is a favourite with the fashion in-crowd and the trade. Perfumer Serge Lutens set up shop there in 1992. Didier Ludot’s treasure house of vintage haute couture has long been located under the colonnades, and he has now added a new boutique devoted entirely to the ‘little black dress’. Top designers such as Marc Jacobs, Stella McCartney, Rick Owens and Pierre Hardy too have shops here, and British shoemaker Rupert Sanderson and French-Danish brand Epice are recent arrivals. The streets around the Palais-Royal also offer rich pickings for the fashion-forward: the Martin Margiela flagship, ready-to-wear brand Sandro and fashion and electro-pop-rock label Kitsuné. In the haut Marais, nicknamed ‘NoMa’ [northern Marais], edgy clothing shops now rub shoulders with art galleries, much to the delight of shoppers. Rue du Poitou, rue Vieille-du-Temple and rue Charlot among others are home to independent fashion labels such as APC, Surface to Air, Thomsen, Les Prairies de Paris and Gaspard Yurkievich. Multi-brand shops such as French Trotters, RoyalCheese and Shine are also well represented. The Abbesses district in Montmartre has emerged as a rival to rue des Francs-Bourgeois in the Marais, with several shops now open on Sunday. Style-conscious regulars flock to the concept store Spree to browse old vinyl records and clothing by talented young designers; to Génération 1962 for its selection of clothing and objects by designers such as Just in Case, Samantha Sung and Miki Thumb, and to Make my D for jeans, T-shirts and accessories.
> Bloggers, the new high priestesses of fashion

Blogs can be a great guide to the latest trends on the fashion scene in Paris. Written by ordinary Parisian women, they are full of tips and personal recommendations that have made these bloggers veritable trend forecasters and essential players in Paris fashion. They are now invited to sit in the front row at fashion shows, alongside Anna Wintour, and they still continue to be as witty, natural and eager to share their great ideas as ever. Garance Doré has even left Paris to move temporarily to New York and keep blogging from there, while Astrid Guilhot does a clever mix of fashion and film on her blog.

blogs.lexpress.fr/cafe-mode
www.carolinedaily.com
www.cultmagazinemode.com
www.garancedore.fr
www.leblogdebetty.com
www.leblogdelamechante.fr

> Flagship store fashion

In 2010 and 2011 many new flagship stores opened with designers eager to have a showcase in Paris. The Dior jewellery boutique reopened in Place Vendôme and drew clients from around the world. The American designer Ralph Lauren chose Saint-Germain-des-Prés as the location for his new flagship, which also includes the popular restaurant Ralph’s. The French couple Marithé and François Girbaud have extended and renovated their flagship in the Étienne-Marcel district, whilst H&M made big news on the Champs-Élysées by commissioning Jean Nouvel for the architecture of their shop. The Champs-Élysées also celebrated the openings of the new Tommy Hilfiger and Swarovski boutiques. Hermès opened more than one shop in its new rue de Sèvres location: besides the collections of the famous luxury leather goods brand, there’s a restaurant, a bookshop and a flower shop. Hermès really has found the ideal premises here, within the converted art nouveau swimming pool of the Hôtel Lutetia, a listed building in the heart of Saint-Germain-des-Prés. This 1400 m² expanse pays fitting tribute to French fashion and craftsmanship.

Tommy Hilfiger 65 av des Champs-Élysées, Paris 8th – http://fr.tommy.com
> ♥ Ephemeral events during Fashion Week

Fashionistas all know that numerous ephemeral events are organized during Fashion Week: pop-up stores by designers or perfumers, make-up stations for a beauty makeover by specialists. So lots of offers and special moments to look out for on the capital's fashion scene, and on specialist websites for good ideas like My Little Paris and Do it in Paris.

www.mylittleparis.com
www.doitinparis.com

> Tailor-made

A trip to the tailor’s is by no means outdated. While the leading couture houses have always produced made-to-measure outfits for discerning customers, there is now a noticeable return to the customized fit: not only for clothes but also for shoes. At the Pierre Corthay and Berluti boutiques, for example, shoes are unique little gems, produced with all the expertise of these great French and Italian shoemakers. And tailoring sometimes goes even further. Who doesn’t hate to see their favourite clothes become worn over time? The website ‘Je veux le même ou presque’ has the solution: it invites everyone to bring their item of clothing to its Parisian shop De Gilles Tissus in order to create an exact replica. Within 48 hours a quote is given for duplicating an item. A dream tailoring solution to keep your most cherished items a part of your wardrobe!

Loft couture Cadolle 255 rue Saint-Honoré, Paris 1er – M° Tuileries – Tel +33 (0)1 42 60 94 94
De Gilles tissus, 156 rue de la Roquette, Paris 11th – M° Voltaire – www.degilles.com
Je veux le même ou presque www.jeveuxlememe.fr

> Vintage style

Vintage is in fashion. Past fashions, from all eras, continue to dictate today’s fashion. However, it can sometimes be difficult to find what you want in traditional vintage shops where the vast amount of clothes can make your head spin; here you need a sharp eye to find a rare treasure. Some shops help customers to find what they want with the help of experts on the subject. Working in two stages, they carefully select unique items and then adopt the role of a fashion coach for the clients. The not-to-miss event is the Salon du vintage: last year’s much-talked-about show, held at the Cité du mode et du design, was a 4000 m² display of vintage fashion, furniture and accessories.

Iglaine 12 rue de la Grande-Truanderie, Paris 1st – M° Étienne-Marcel – Tel +33 (0)1 42 36 19 91
www.salonduvintage.com

> When fashion turns sporty

Sports brands have to keep up with fashion. For fashion is everywhere, even when we’re playing sport. Celebrated designers create lines for the biggest brands: Stella McCartney or Yohji Yamamoto for Adidas, Alexander McQueen and Hussein Chalayan for Puma, not to mention the satin jogging suit by John Galliano at Dior. For the ski slopes, JC Castelbajac and Emilio Pucci have collaborated with Rossignol to create ski suits that are sure to be a success! Vicomte Arthur’s collections are inspired by the equestrian world, and 64 draws inspiration from surfer gear. Sonia Rykiel has launched her sportswear collection Sonia Rykiel Karma. Phenomenally successful brand The Kooples also has a new sportswear line, The Kooples Sport. The first shop selling this line has opened on rue des Francs-Bourgeois in the Marais. Former football star Eric Cantona and his actress wife Rachida Brakni were chosen to star in the brand’s first sportswear ad campaign. Their polo shirts, blazers and tracksuits in pastel green, pink and yellow are already wildly popular.

Adidas Store 148-150 rue de Rivoli, Paris 1st – M° Louvre-Rivoli – Tel +33 (0)1 58 62 51 60 – www.adidas.com
Y-3 47 rue Étienne-Marcel, Paris 1st – M° Étienne-Marcel – Tel +33 (0)1 45 08 82 45 – www.adidas.com/y3
Fred Perry 70 rue Vieille-du-Temple, Paris 3rd – M° Saint-Paul – Tel +33 (0)1 42 74 17 42 – www.fredperry.com
Made in sport 33 rue Quincampoix, Paris 4th – M° Rambuteau – Tel +33 (0)1 44 61 80 41 – www.madeinsport.com
Puma Store 22 bd de Sébastopol, Paris 4th – M° Les Halles – Tel +33 (0)1 44 59 88 02 – www.puma.com
> Créative Paris .Info: The flip side of fashion

Go from watching the design process to being an active participant in the making of art, design, photography and fashion during a stay in Paris with the new “creative tourism” concept proposed by the website Créative Paris .Info. The website does not merely list the edgiest fashion shops and spots of the moment; it also offers a wide range of practical courses and internships with fine arts, fashion and culinary arts professionals. Fashion fans will enjoy learning to make dresses and patterns, or trying their hand at felted wool crafts or perfume making. The Cour des Créateurs website is similar: it offers ‘tailoring classes for dummies’, a ‘make your own fashionable bag’ course and more. Craft enthusiasts can sign up for an individual course or take out a subscription for several.

Cour des Créateurs – www.courdescreateurs.com

> Fashion in-crowd canteens

It is impossible to be in Paris without coming across at least one person from the world of fashion, especially if you know where to go to increase the possibility of such an encounter. The trend is for canteens frequented by fashion people, which include bars, restaurants and even chic versions of fast-food. The bar of L’Éclaireur restaurant is a must for a trendy night out spent sipping cocktails, Hadida senior (founder of L’Éclaireur) and Hadida junior (the head of the Tranoï fashion house). La Perle café is another popular fashionista hangout. For an authentic Parisian ambiance, head for the working-class 10th arrondissement and Le Pompon, a former synagogue converted into a bar and restaurant, to check out the couscous and the concerts in the basement. La Fidelité is a similar place, though more likely to propose beef tongue with an olive oil sauce and a teen party atmosphere. The Saut du Loup, the restaurant of the Arts décoratifs, is known for satisfying the appetite of peckish fashion show spectators. Two Japanese restaurants are in vogue in the world of fashion: Una Seî By Issé, a favourite of fashion magazine editors, offering authentic Japanese cuisine, and Taéko at the Marché des Enfants-Rouges on rue de Bretagne, a meeting place for celebs playing hooky. For simple and delicious French cuisine, the Ruc and Marly cafes are regularly frequented by fashionistas, models and actresses. For a stylish tea break, there is the renowned Angelina tea room, where couture clientele are often seen. In this gourmet temple, specialities include the hot chocolate L’Africain and the famous Mont-Blanc, a meringue covered in whipped cream and crème de marron. For those in a hurry, there is also fashionable fast-food: the Cojean-Louvre with its carrot cakes, the Lood with its soups and La Ferme Opéra with its organic brunch offer cosy settings for a quick bite.

Angelina 226 rue de Rivoli, Paris 1st – M° Tuileries – Tel +33 (0)1 42 60 82 00 – www.angelina-paris.fr
Café Marly 93 rue de Rivoli, Paris 1st – M° Palais-Royal – Tel +33 (0)1 49 26 06 60
Café Ruc 159 rue Saint-Honoré, Paris 1st – M° Palais-Royal – Tel +33 (0)1 42 60 97 54
Cojean 3 pl du Louvre, Paris 1st – M° Louvre-Rivoli – Tel +33 (0)1 40 13 06 80 – www.cojean.fr
> Fashion in books

A bookshop or kiosk to discover the latest fashion trends? In these fashion temples, you won’t find leather pumps or the it bag of the season but instead very detailed international magazines dedicated to fashion and design, art and graphic design books, trends books and colour and material charts which have until now been reserved for the trade. Professional fashionistas flock to this 120 m² space, as do fashion fans in search of new inspiration. Fashion museum bookshops, like that of the Arts décoratifs, offer a mine of information on fashion. Some kiosks are not far behind. If you want to know what’s happening in another country or brush up on another language while enjoying reading about fashion, then these kiosks bring together all the trends from around the world and are a mine of information.

Librairie de la Mode 22 rue Pierre-Lescot, Paris 1st – M° les Halles – Tel +33 (0)1 40 13 81 50
Agora Presse et caténa 19 rue des Archives, Paris 4th – M° Hôtel-de-Ville – www.agorapresse.com

> Couture hotels

These hotels have given carte blanche to couturiers to design their interior decor. Visitors who stay here therefore benefit from the creative world of a designer, as is the case at the Hôtel du Petit Moulin, the Hôtel du Bellechasse and the Hôtel du Notre-Dame Paris, all signed Christian Lacroix, whilst in 2011, the hotel La Maison Champs-Élysées has been revamped by the great maison de couture, Martin Margiela.

La Maison Champs-Élysées 8 rue Jean-Goujon, Paris 8th – M° Champs-Élysées-Clemenceau
www.lamaisonchampselysees.com

NOT FORGETTING …

> ‘Paris, capital de la création’ trade shows

Parisian life rhymes with professional trade shows that reflect cutting-edge fashion trends. More than twenty events in all are grouped together under the umbrella label ‘Paris, capitale de la creation’, three-quarters of which are devoted to fashion.

Made in France Carrousel du Louvre, Paris 1st – M° Palais-Royal
Workshop Cercle républicain and hôtel Regina, Paris 1st – M° Tuileries
> Press file “Paris art and culture” / Paris fashion - 2012 - Paris Convention and Visitors Bureau - 21/03/12

Tranoï palais de la Bourse, Paris 2nd – M° Bourse
Accessoire Avenue Paris-Expo, porte de Versailles, Paris 15th – M° Porte-de-Versailles
Salon international de la lingerie Paris-Expo, porte de Versailles, Paris 15th – M° Porte-de-Versailles
www.pariscapitaledelacreation.com

> Shopping by Paris, a major event

The website ‘Shopping by Paris’ of the Paris Convention and Visitors Bureau focuses on shopping in Paris and is full of great tips and ideas. Different itineraries correspond to the profiles of fashionistas: Select, Trendy, Creative, Bobo-Chic or Ethic-Ethnic, with corresponding boutiques. The two best times of year to come to Paris are January and July, for the launch of the winter and summer sales.
www.shoppingbyparis.com

> Haute couture

Paris and haute couture have had a special relationship for over a century. The capital has been home to many talented creators and innovative stylists that have become big names in haute couture. Paris has witnessed the talented work of Coco Chanel, inaugurating the Chanel house of haute couture, established on the famous rue Cambon in 1909. In 1945, it was Christian Dior who launched his store on avenue Montaigne with styles glorifying femininity, striking colours and close-fitting outfits. From 1953 onwards, Givenchy found an ambassador in Audrey Hepburn and promoted this ingenuous face of the sixties. Then, Yves Saint Laurent appeared on the scene, marking not only the current time but the future with timeless classics: the female tuxedo, the trench coat and the trouser suit. The eighties revealed Jean-Paul Gaultier and his alternative fashion. With his famous cone-shaped corsets and skirts for men, he achieved great success. During the 20th century Paris became home to prestigious haute couture houses with international renown. But haute couture is also about exceptional expertise, detail without parallel and great talent. The craftsmanship of haute couture and French savoir faire are at work in numerous workshops in the capital. All the people who contribute to great dressmaking — furriers, lace makers, glove makers and embroiderers — exercise their brilliance here. Paris, capital of fashion and cradle of the best in craftsmanship.
Chanel – www.chanel.com
Jean Paul Gaultier – www.jeanpaulgaultier.com

> Fashion archives

Immersing yourself in fashion archives can be an incredible experience. All fans will enjoy leafing through iconographic collections, or borrowing a volume of original bedtime reading from a library. Fashion archives also include drawings, prints, engravings and past fashion magazines. Some of these archives can be visited thanks to Cultival, whose services include organising show tickets and offbeat tours as well as selling gift vouchers. A visit to the Pierre Bergé – Yves Saint Laurent Foundation is a must-do.
> Press file “Paris art and culture” / Paris fashion - 2012 - Paris Convention and Visitors Bureau - 21/03/12

Bibliothèque Forney 1 rue du Figuier, Paris 4th – M° Pont-Marie – Tel +33 (0)1 42 78 14 60 – www.paris.fr

> Talent spotters
They discovered Stéphane Marais, Erotokritos, Isabelle Marrant and Martin Margiela. These multibrand boutiques lead the way, set the scene, and often draw the public’s attention to new names of the future.

> Flagships
The shops of numerous brands continue to vie with each other in terms of surface area, giving rise to huge shops with several floors. Ranging between 350 and 1,750 m², with little rest areas and the personalized services of courteous sales staff, shopping here is like visiting a small fashion museum.
Céline 36 av Montaigne, Paris 8th – M° Franklin-D.-Roosevelt – www.celine.com
Chloé 44 av Montaigne, Paris 8th – M° Franklin-Roosevelt – www.chlo.com
Paul Smith 22 bd Raspail, Paris 7th – M° Rue-du-Bac – www.paulsmith.co.uk

> Children’s fashion
The capital has everything in children’s fashion: luxury labels, designer collections, fairtrade garments, big brands, children’s ready-to-wear – for all styles. Not forgetting the major department stores.
Printemps 64 bd Haussmann, Paris 9th – M° Havre-Caumartin – www.printemps.com
Petit Pan 7 rue de Prague, Paris 12th – M° Ledru-Rollin – petitpan.com

**free admission** **NEW! inaugurations, reopenings** **our favourites**
> Everything for men

Big shops and more confidential ones offer the capital’s men ready-to-wear that is chic, trendy or casual... Several shops are opening new spaces that are entirely devoted to men, like the new concept store French Trotters, in the heart of the Marais.

Céline 146-150 av des Champs-Élysées, Paris 8th – M° Charles-de-Gaulle-Étoile – www.celine.com

> Jewellery

Everyone will find the jewellery they are looking for with stores in all parts of the capital. The luxury hot spot is in Place Vendôme, and the major department stores show a large range of brands and all the latest trends.

Boucheron 26 place Vendôme, Paris 1st – M° Opéra – www.boucheron.com
Chanel 18 place Vendôme, Paris 1st – M° Opéra – www.chanel.com
Printemps 64 bd Haussmann, Paris 9th – M° Havre-Caumartin – www.printemps.com

> Affordable fashion at outlets

Top international fashion brands for less at stock shops on rue d’Alésia and the La Vallée Village Outlet Shopping centre, a Mecca for brands with a 50% discount!

Stock Jonak 44 bd de Sébastopol, Paris 3rd – M° Etienne-Marcel – Tel +33 (0)1 40 27 07 09
Stock Alaïa 18 rue de la Verrerie, Paris 4th – M° Hôtel-de-Ville – Tel +33 (0)1 42 72 19 19
Stock Zadig & Voltaire 22 rue du Bourg-Tibourg, Paris 4th – M° Hôtel-de-Ville – Tel +33 (0)1 44 59 39 64
Stock Sandro 26 rue de Sévigné, Paris 4th – Tel + 33 (0)1 42 71 91 59 – M° Saint-Paul
Stock Ekyog 33 rue Beaurepaire, Paris 10th – Tel +33 (0)1 40 40 95 12 – M° Jacques Bonsergent
André Stock 31 av des Gobelins, Paris 13th – M° Gobelins – Tel +33 (0)1 43 57 42 82
The major department stores

Paris's Grands Magasins, the big department stores, are a must for shoppers; they continue to be the commercial pulse of the capital and contribute to Paris's image abroad as a major shopping capital. Department stores offer the most well-known men’s, women’s and children’s brands as well as exclusive labels, interior decor, cafes, etc.

- Printemps 64 bd Haussmann, Paris 9th – M° Havre-Caumartin – www.printemps.com

Shopping with a coach

Impulse buying is easy, but buying wisely and from the right place has become a high-level sport. To make sure you’ll come back from your shopping expeditions with things you’ll really wear and use, let yourself be guided by shopping experts who will teach you how to make the most of your money, whatever your shopping needs. For those with little time, some personal shoppers will even offer to do the job for you! All you have to do is to give them your budget, and they will hunt out the latest accessories and fashion designs just for you. Certain online shops also take on this role of a coach by making all trends accessible in one click. Each week, the website 'Do it in Paris' presents the best of fashion and beauty trends, good shopping ideas in the capital and very confidential addresses. So, you’re certain to start your shopping trip as a savvy shopper, full of good tips and fully up to date.

Do it in Paris – www.doitinparis.com
French for a day / Shopping Plus – www.frenchforaday.com
Paris princesse – www.parisprincesse.com
Paris Upperside – www.parisupperside.com
Personal shopper by Ronteix Nadia – www.personalshopperbyronteinxadia.com
Your Private Shopper – www.your-private-shopper.com