

IN-STORE

## Marc Jacobs restructures retail footprint in Paris

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*Marc Jacobs promotional image*

By STAFF REPORTS

U.S. fashion label Marc Jacobs is reconfiguring its Parisian retail strategy with a new storefront on Rue Saint-Honor.

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According to [Women's Wear Daily](#), the label will join the Rue Saint-Honor "juggernaut" after signing a lease to open the boutique in spring 2016. The new location will shutter Marc Jacobs' three storefronts nearby to take the place of a Dior Parfums pop-up shop at 36 Rue Saint-Honor.

### Preparing to move

Marc Jacobs operates three stores on Place du March Saint-Honor. The three separate shops show Marc Jacobs' women's collections, women's accessories and the designer's bookstore concept, Bookmarc.

The boutique on Rue Saint-Honor is about 800 square feet and will present consumers with Marc Jacobs' spring 2016 collection. A second phase is expected to expand the boutique's size.

Rue Saint-Honor, quickly becoming one of Paris' hottest retail streets, is also home to the boutiques of Alexander McQueen, Mulberry and others.



*Marc Jacobs spring/summer 2016 runway*

Similarly to the planned closure of the three stores on Place du March Saint-Honor, Marc Jacobs closed its Collection store, located in Palais-Royal, last June. This was done to "pave the way" for the label to unite its

Collection and the lesser priced Marc by Marc Jacobs line.

LVMH-owned Marc Jacobs merged the two collections to grow the brand, as many believe the label's designer will offer the company up for public offering sometime in the future.

Likewise, Italian fashion house Versace is considering an initial public offering in the next few years, which could help the brand expand even further than it has recently.

Versace's consideration of a sale comes after the company's private sale of a minority stake in 2013. As Versace has expanded its fashion empire and hotel sector, this sale could help the brand expand its presence further ([see story](#)).

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