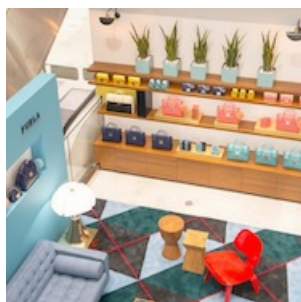


IN-STORE

Furla sets up home base inside Printemps'

atrium

January 26, 2016



Furla pop-up at Printemps

By STAFF REPORTS

Italian leather goods label Furla is welcoming consumers to its temporary home within the atrium of Parisian department store Printemps.

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Described as a "housewarming party," the staging of Furla's pop-up shop within Printemps is decorated as if it were a living room. Featuring potted plants, a couch and armchairs, the space doubles as a lounge where Printemps shoppers can relax and explore Furla's latest collection.

Housewarming party

On Jan. 22, Furla opened a welcoming space in Printemps' Women's Store. The space combines vintage and contemporary home furnishings in an area that evokes the "cosmopolitan, joyful, dynamic and curious" women that shop Furla's leather goods.

Set with bric-a-brac furnishings, the space will also house tall bookshelves to display Furla's latest collection of handbags and smaller leather goods. Furla signature ranges with color options exclusive to Printemps will be on display.

For the pop-up, Furla has created a tri-color XL and a graphic version of its Artesia and three unique versions of the Wings keyring. The Fantasia will be available in three colors that are only found at Printemps, Dama in two separate colors, the Metropolis in an extra small size as well as 10 different versions.



Furla's pop-up inside Printemps' atrium

Furla will occupy the Women's Store atrium through March 5. The atrium is often the setting for branded pop-up shops.

In December 2014 for example, Printemps celebrated the savoir-faire of fellow French brand Longchamp through a pop-up shop.

To introduce the looks and pieces for the spring/summer 2015 season, Printemps created the "Accessories Special" event that included an 11 pane window series and the Longchamp pop-up held in the atrium of the retailer's boulevard Haussmann flagship. Hosting a pop-up shop while consumers transition their wardrobes for the new season is likely to increase foot traffic in a department store after the holidays ([see story](#)).

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