

APPAREL AND ACCESSORIES

Christian Louboutin pays homage to Paris in Le Bon Marché pop-up

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Christian Louboutin pop-up at Le Bon Marché Rive Gauche

By STAFF REPORTS

French footwear label Christian Louboutin is bringing its vision of its hometown to life in a pop-up at Le Bon Marché Rive Gauche.

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Part of the department store's celebration of Paris, Christian Louboutin's temporary boutique lets visitors share a scooter ride with the brand's eponymous founder and take a look at iconic designs from the house over the years. Pop-ups often take branded retail to the next level, allowing brands to create an immersive shopping experience for consumers.

Parisian stroll

Christian Louboutin's pop-up and exhibit include homages to Paris sights, including the black-and-white checkerboard floor at Galerie Vro Dodat, the passageway where the brand's first boutique sits. A custom-made Morris Column includes Christian Louboutin branding in place of an ad.



Christian Louboutin within his pop-up

An interactive video gallery showcases notable designs dating back to 2007. Similarly honoring its history, the brand has developed an exclusive collection of shoes, bags and accessories for Le Bon March Rive Gauche.

1999's Trash Shoe, a kitten-heel mule, gets an update with a platform and a peep toe. Inside the shoe's PVC upper are references to the store's day to day operations, including shopping bags, wrapping paper and ribbons.

For men, Christian Louboutin made sneakers and smoking flats in suede with a laser-cut alligator skin pattern and leather boots toughened with a chain detail.

The brand's autumn/winter 2016 collection inspired other exclusive accessories. The Candy motif, which includes beading and paisley patterns, is fashioned in color ways unique to Le Bon March and appears for the first time on handbags.



Christian Louboutin exclusives featuring the Candy motif

Part of the display is a cardboard cutout of Mr. Louboutin and a faceless passenger racing on a scooter, giving fans the opportunity to take an imagined ride with the fashion personality.



Christian Louboutin pop-up at Le Bon March

On Sept. 23, Christian Louboutin's exhibit will extend from inside the store to the outside with the reveal of 10 windows also showcasing the brand's version of Paris. The pop-up will be up until Oct. 16.

Staging pop-ups enables brands to create an entire world around their products.

French atelier Chanel shared its stylistic vocabulary with New York-based retailer Bergdorf Goodman's consumers via a four-day pop-up.

The Jewel Box was open Sept. 7-11, and introduced Bergdorf Goodman consumers to Chanel's latest Coco Crush jewelry collection for fall. Bergdorf Goodman is known for its curated selection of the finest luxury goods, making its Chanel pop-up well-suited and of interest amid its affluent consumers ([see story](#)).