

RETAIL

Printemps springs to life at night in enchanted Christmas campaign

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Image from Printemps' holiday campaign

By STAFF REPORTS

French department store chain Printemps is weaving a holiday fairy tale in its windows with help from Jimmy Choo, David Yurman and Bonpoint.

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"Christmas Dream at Printemps" tells the story of two children Jules and Violette who have a magical trip to the retailer's flagship Paris store on Christmas Eve, where they encounter a series of spectacles. For its fantastical display, Printemps has teamed up with luxury partners to produce dreamlike representations of some of its most sought-after departments.

Retail reverie

The holiday narrative created by Printemps opens with Jules and Violette in their bedroom overlooking Paris. Unable to sleep from excitement, the pair is transfixed by the cupola of Printemps visible from their window.

A shooting star makes its way across the night sky, creating a magical staircase that connects the children's room to Printemps. They cross it, and end up in a magical reinterpretation of the store.

Here, a jewelry box begins to provide a soundtrack to the midnight revelry. Mannequins dance in gold shoes, chandeliers morph into a crystal palace and a perfume organ invites their curiosity. A ladder appears leading them up into the night, where they take a walk with the moon's friend Cerise.

The children also encounter a larger-than-life tree under Printemps' dome, with presents spilled out underneath. They fall asleep and wake up in their own beds, the tree they thought was just a dream a reality outside their door.

Rve de Nol au Printemps

In Printemps' windows, this narrative is brought to life by puppeteer Jean-Claude Dehix. The tableaux show dreamlike reimaginings of the store's perfume, footwear, crystal, gourmet food and fashion departments.

In the scenes, pajama-clad Jules and Violette encounter the fashionable ChooChooGirls and the Magic Stones, a rock group led by David and Sybil Yurman alongside a squirrel, owl, fox and rabbit.



Jimmy Choo window at Printemps

Bonpoint is also represented in Cerise, a childish tightrope walker.

Passersby will be able to incorporate themselves within the windows through an interactive feature. Two panes will take visitors' photos and make them a character in the scene.

Printemps' holiday marketing campaign was illustrated by Vienna-based Peter Diamond. The images show the final scene in the windows, complete with the present-laden tree ringed by spinning golden cupolas.

For the occasion, David Yurman has set up a pop-up shop at Printemps' main entrance, designed as an extra-large jewel box. Jimmy Choo is also hosting a sunglass pop-up, which includes two pairs designed exclusively for Printemps.

Bonpoint has taken over Printemps' atrium, with a selection of gift-ready children's items, including exclusives. Fitting rooms in this space are within 3D replicas of Printemps' faades.



Bonpoint pop-up in Printemps' atrium

Partnerships between brands and retailers for the holiday season are popular, as they are a mutually beneficial relationship.

British fashion label Burberry is getting Harrods shoppers in the holiday spirit with a magical tale.

"A Very British Fairy Tale" is narrated via the retailer's store window displays, inviting passersby to join two children as they explore an enchanted country house filled with surprising sights. For Burberry, this partnership offers enhanced visibility in a highly trafficked store during a key shopping period ([see story](#)).