

RETAIL

Colette presents unique interpretation of a day at the beach

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Snarkitecture's The Beach

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Paris-based retailer Colette is commemorating a momentous occasion with an artful approach to a beach day, entwining its brand with innovation and art.

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To celebrate its 20th anniversary, Colette is presenting an installation built by Snarkitecture titled "The Beach" at Muse des Arts Dcoratifs later this month. This traveling interactive exhibit allows visitors to have fun at the beach in a reimagined manner.

"The Beach Tampa is an interactive and immersive installation that explores the boundaries between art and architecture while inspiring play and relaxation" said Alex Mustonen, co-founder of Snarkitecture.

Art and branding

Snarkitecture built The Beach as a new wave approach to a day at the beach. Reflective of elements at the beach, the installation features everyday materials to create an indoor version of the beach.

Guests can "swim" in a new version of the ocean, made up of more than 300,000 recyclable, antimicrobial plastic balls. Participants can even float with tubes and swim around.



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A beach is made up of scaffolding, paneling and mirrors with a slanted floor, leading to "the ocean." Families and individuals of all ages are invited to visit and explore the exhibit.

The Sydney Festival at Barangaroo Reserve in Sydney, Australia recently housed the exhibit until it moved to its current residence in Tampa, FL at the Amalie Arena. The Beach was originally commissioned by National Building Museum of Washington D.C.

Free admission to the Paris installation will be available from March 21-25 from 11 a.m. to 6 p.m. The Beach will be open late on Thursday, March 23 until 9 p.m.



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German automaker BMW is also a installation partner.

Colette and collaborations

Colette recently took a lackadaisical approach to timekeeping in another limited-edition collaboration, this time with Mad Paris and Rolex.

Founded in 2007, Mad Paris customizes the flagship models of renowned watchmakers to create timepieces that are individual to the owner. Bespoke capabilities are an elemental pillar of luxury, making Mad Paris' business model suitable for affluents and tastemakers alike.

For its collaboration with Colette, Mad Paris outfitted Rolex's Milgauss model. The stainless steel Rolex featured a white face with handwritten text in Colette's signature royal blue. Rolex's crown motif has also been repurposed in the color ([see more](#)).

French leather goods house Louis Vuitton prepared for its Paris menswear collections through a collaboration with Colette that saw a pop-up store in its stores.

The Louis Vuitton fall 2015-2016 show collection premiered at the store as the first time ever that the men's collection was showcased outside the brand's own stores. Louis Vuitton's presence in Colette drew attention to the menswear line and the summer fashion shows ([see more](#)).

"With all of our projects we aim to encourage visitor interaction and exploration of the surrounding environment in new and unexpected ways," Mr. Mustonen said. "We look forward to bringing a 15,000 square foot beach to Amalie Arena and inviting the public to experience downtown Tampa in an entirely new way."

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