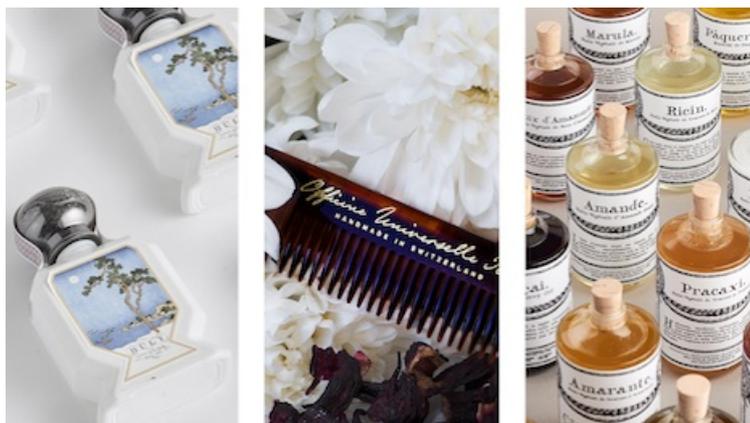


FRAGRANCE AND PERSONAL CARE

L'Officine Universelle Buly sets up French apothecary at Bergdorf Goodman

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Products by L'Officine Universelle Buly are now available at Bergdorf Goodman

By STAFF REPORTS

French personal care brand L'Officine Universelle Buly is reconnecting to its Art Deco past with a shop-in-shop at New York department store Bergdorf Goodman.

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L'Officine Universelle Buly was recently revived after a century-long hiatus by Ramdane Touhami and Victoire de Taillac-Touchami, who have re-established the brand's skincare, fragrance and grooming offerings. Known as Buly for short, the brand specializes in contemporary personal care and cosmetics that remain true to ancient recipes by avoiding additives such as parabens, silicone and alcohol.

Back in business

Founded by Jean-Vincent Buly in 1803, the brand is best known for its 19th century storefront on Rue Bonaparte in Paris which sold all natural beauty, grooming and fragrances all packed in unique packaging.

The Buly narrative began at roughly the same time as Bergdorf Goodman moved into its current home on Fifth Avenue. Both opened during the Golden Age in the interwar period and would become world-famous.

To reconnect with its Art Deco past, Buly has teamed with Bergdorf Goodman to open an exclusive shop-in-shop. Buly's Bergdorf Goodman shop opened April 18.

Located on the famed department store's Beauty Level, the Buly shop features ivory-colored cracked lacquer with brass accents for an antique apothecary feel. The furniture used for Buly's point of sale was made entirely in France by craftspeople well-versed in the style of the interwar period.

The Buly shop also includes an original poster from the 1920s advertising the brand.



L'Officine Universelle Buly on Bergdorf Goodman's Beauty Level

In addition to the shop in shop at Bergdorf Goodman, Buly also operates its Parisian flagships and storefronts in Taipei, Taiwan, Seoul, South Korea, Tokyo and London. Ecommerce is also available through the Buly Web site.

Instead of creating a massive retail footprint where all Buly shops look identical, the brand's point of sales will not be standardized as it reenters the market. Instead, Buly will draw from local cultures and history for its boutique aesthetics.

Avoiding storefront architecture and design carbon copies is growing in popularity among luxury brands.

Italian fashion house Prada, for instance, has launched a new store image concept, selecting Porto Cervo, Sardinia, Italy as a testing ground.

Prada's Porto Cervo design evokes a holiday vibe and features an original decor concept to create an exclusive, contemporary shopping experience for discerning visitors. Similar boutiques that reflect their sunny, summer locales have been opened elsewhere in Italy and on the island of St. Barths in the Caribbean ([see story](#)).

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