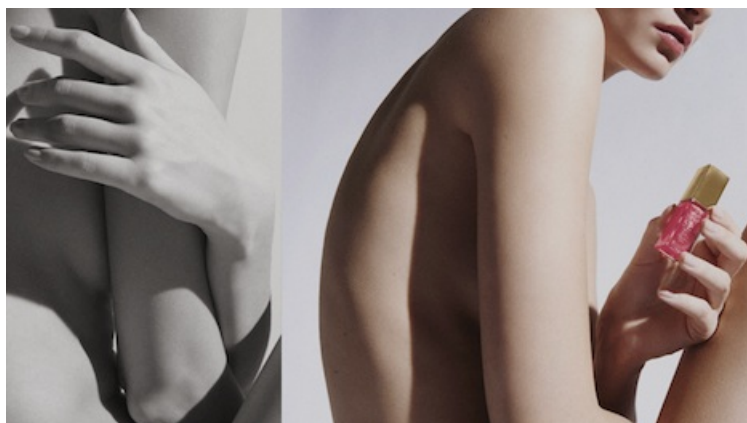


RETAIL

Printemps highlights skin deep beauty in stripped-down windows

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Photography by Antoine Blum and Balthazar Brigaud featured in Printemps' windows

By STAFF REPORTS

French department store chain Printemps is highlighting seasonal beauty trends in window displays that opt for a less-is-more approach.

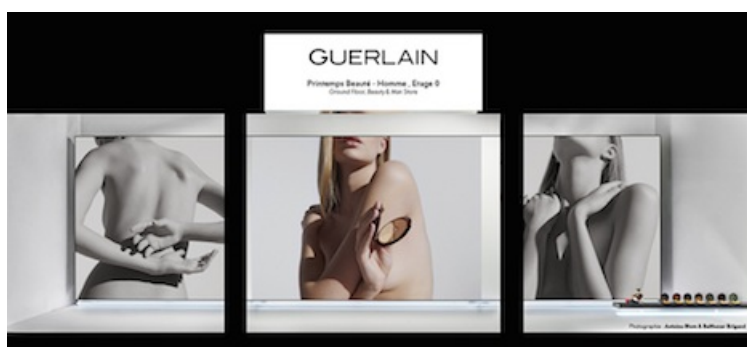
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The retailer's Boulevard Haussman flagship has been turned into a showcase of form, with shots by photographers Antoine Blum & Balthazar Brigaud sharing the stage with products from brands such as Lancme and YSL Beauty. While the spotlight is on the cosmetics featured, Printemps' choice of graphic backdrop may help catch the eyes of passersby.

Baring beauty

Printemps' #EnviedEte campaign, which kicked off May 11 and runs through June 26, aims to portray a sensuality around beauty.

The windows center on summer-friendly beauty products, such as Clarins' Light Lip Comfort Oil and Guerlain's Terracotta Sun Trio. The showcase also includes fragrances, such as By Kilian's Moonlight in Heaven and Acqua di Parma's Blue Mediterraneo collection.



Guerlain window display at Printemps. Image credit: Printemps

These products are showcased against the backdrop of large-scale photography. In black-and-white and color imagery, torsos are captured in partial shadow, mimicking the summer sun.

Last year, Printemps teamed up with fashion magazine Madame Figaro to exhibit the latest beauty obsessions in an eye-catching manner.

For "Beauty Mania," 11 of the windows at the retailer's Boulevard Haussmann flagship showcased editorial imagery featuring cosmetic trends crafted using brands such as Tom Ford, Armani and Dior. Through this collaboration, Printemps is providing inspiration for consumers, allowing them to find the beauty label they most identify with ([see story](#)).

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