

TRAVEL AND HOSPITALITY

## Paris contrasts tourism with fashion, art and cuisine pushes

June 5, 2017



*Penthouse terrace at Four Seasons Hotel George V, Paris*

By BRIELLE JAEKEL

Atout France, The France Tourism Development Agency, is working to continue establishing Paris as a top destination for fashion, art and cuisine despite its tragic terrorism plights.

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Two additions to its art sphere are being opened as part of Paris' ongoing campaign to continue its established focus on art. A new 24-hour nightclub, a prestigious golf tournament and French cuisine are a few of the initiatives happening in the city that will appeal to travelers.

### Paris at Midnight

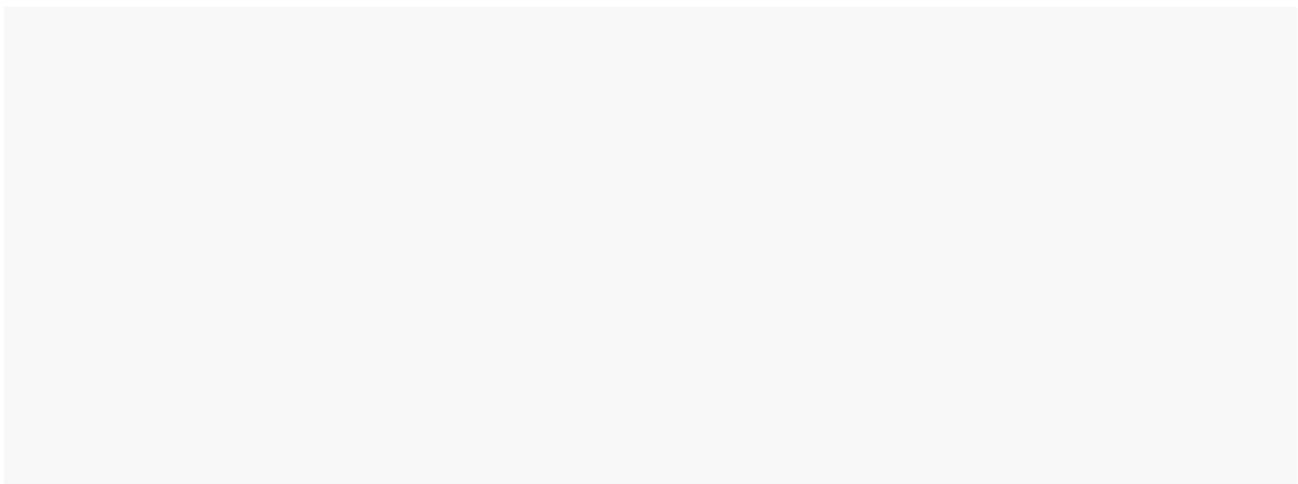
Public relations firm Quinn has just partnered with Atout France to represent the Paris region.

Yves Saint Laurent Museum and the new Lafayette Anticipation contemporary art foundation are two new destinations for art opened in the City of Love.

The YSL museum will be opened in October at the label's atelier and office in Paris. It will be dedicated to the designer and located at 5 Avenue Marceau.

A new restaurant is opening as well, named Spring, created by Chef Daniel Rose.

The 2018 Ryder Cup will also be held near Paris at the Le Golf National by Versailles. This will mark the 42nd tournament for the Ryder Cup.



Mme en hiver, la qualite d'entretien de l'Aigle est au rendez-vous ! Fred #winter #golf

A post shared by Le Golf National (@legolfnational) on Jan 18, 2017 at 6:05am PST

France beat out Germany, the Netherlands, Portugal, Spain and Sweden for bidding to hold the tournament.

A popular nightclub in the city of Paris, Concrete, was recently presented with a license to stay open for 24 hours. This is the first for Paris.



*Paris' Concrete night club, image credit: BonAppetour*

Paris when it sizzles

Luxury retailers and marketers in France are also adopting a wide range of initiatives to increase tourism and shopping in Paris.

For instance, French leather goods house Louis Vuitton turned its Avenue Montaigne boutique in Paris into a cabinet of curiosities.

From May 19 through June 5, Louis Vuitton will host "L'Art de Vivre la Franaise," or "The Art of French Living" in English, to celebrate the savoir-faire of its brand and its ongoing spirit of innovation. Brands often use their network of boutiques to share brand heritage, a tactic that can help spur interest and justify prices among discerning consumers ([see more](#)).

The series of brand pushes and tourism experiences comes after the city has experienced heartbreaking tragedies in relation to terrorism.

Most recently, according to multiple sources, shots were fired near Paris' Champs Elysees Avenue.

Paris famed high street is dotted with luxury and mass market boutiques, cafes, tourist shops and is a main tourist draw for international visitors to the French capital city. France relies heavily on tourism and foreign luxury sales for its economy, which has all suffered to the tensions of political and social unrest in the European country ([see more](#)).

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