

RETAIL

Colette to end 20-year retail run in December

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Inside Colette. Image credit: Colette

By STAFF REPORTS

Paris concept boutique Colette is closing its doors after 20 years in business.

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The store, which has been a frequent fashion and luxury collaborator throughout its history, will end its run on Dec. 20. In a statement from the brand, Colette explained that its namesake founder Colette Roussaux is stepping down to "take her time," leading to the closing.

Closing up shop

Launched in 1997, Colette was aimed at changing retail. Located at 213 rue Saint-Honor, the 7,500-square-foot store carries merchandise ranging from fashion, technology, beauty and art.

For instance, the retailer brought together the worlds of fashion and technology in an exhibit of couture wearables ([see story](#)). It has also served as a launch partner for everything from Moynat handbags designed by Pharrell to the Apple Watch.



Apple Watch window at Colette. Image credit: Colette

Beyond premiering merchandise, Colette has created exclusive versions of an Aston Martin vehicle and a Rolex timepiece.

Colette often invites guest curators to explore art, culture and technology through the lens of high-end designers and goods.

For instance, French fashion house Balenciaga recently became the first brand to host a full takeover of Parisian boutique Colette's ground floor. From June 19 to Aug. 5, Balenciaga is executing a series of activations including events, installations, an art exhibit, exclusive products and a manicure station. ([see story](#)).



Balenciaga's takeover at Colette. Image credit: Colette

Even with its closing on the horizon, Colette intends to continue delivering surprises until its end.

The storefront, situated nearby to Balenciaga, Moynat and a Chanel jewelry boutique, will potentially find a new tenant in Saint Laurent. The label is in discussions with Colette to take over the space.

"Negotiations are under way with Saint Laurent and we would be proud to have a brand with such a history, with whom we have frequently collaborated, taking over our address," Colette said in its statement. "We are happy of the serious interest expressed by Saint Laurent in this project, and it could also represent a very good opportunity for our employees."