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Printemps supplements annual window takeover with fashion pop-up shops

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Printemps Palace window takeover involves brands such as Elie Saab and Balmain. Image credit: Printemps

By DANNY PARISI

French department store Printemps is bringing back its recurring Printemps Palace campaign by partnering with luxury hotels, fashion brands and jewelers this summer.

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The campaign will see the windows at Printemps taken over with displays from a large number of participating brands and designers, whose work will be displayed at the Printemps Haussmann flagship. The event will last the rest of the summer, bringing together brands from across the luxury industry.

Printemps Palace

Printemps is an iconic French department store, and the retailer has kept up its popularity throughout the years with a series of creative and eye-catching partnerships with brands and designers from a variety of sectors.

One of its most notable projects is Printemps Palace, a recurring event where the store gives up its windows to a number of brands and designers who have free reign to design each pane however they deem fit.

This year, Printemps is bringing back Printemps Palace at its Haussmann Boulevard location in Paris.

The windows of Printemps Haussmann will be given over to brands such as Elie Saab, Balmain and Baccarat.



Printemps Palace. Image credit: Printemps

Additionally, four luxury hotels will also take over some window displays, including Le Meurice, La Reserve Paris Hotel & Spa, Le Bristol Paris and the Park Hyatt Paris-Vendôme.

Along with the window displays, Printemps will host a number of other temporary projects. The department store will host pop-up stores from Balmain and Moreau Paris focused on luxury handbags.

Printemps Palace will run from July 13 to August 20

Throughout the event, Printemps will be offering personal shopper services by appointment, both individually and as a group.

The retailer has also released a short film along with the announcement to drive up excitement for its beginning.

Printemps' short film makes use of some of the imagery and brands that will be partnering with the retailer, focusing on a man and a woman as they explore the department store space wearing clothing from featured brands.

Window displays

Printemps is no stranger to these regular, transformative events.

The retailer frequently partners with brands and designers to completely transform the physical space for a limited time, in an effort to get customers more excited about visiting the actual store.

Last year, Printemps wove a holiday fairy tale in its windows with help from Jimmy Choo, David Yurman and Bonpoint.

"Christmas Dream at Printemps" told the story of two children Jules and Violette who have a magical trip to the retailer's flagship Paris store on Christmas Eve, where they encounter a series of spectacles. For its fantastical display, Printemps teamed up with luxury partners to produce dreamlike representations of some of its most sought-after departments ([see story](#)).

Printemps Palace short film

Just last month, Printemps worked with beauty brands for a stark and naturalistic window display focusing on skincare.

The products were 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 ([see story](#)).

Printemps is keeping up the tradition of Printemps Palace, which is now in its eighth year, by working with more brands and inspiring customers to come into the store. If successful, Printemps Palace will likely continue to be an annual event for years to come.