

HOME FURNISHINGS

Puiforcat re-envisions store concept to capture brand lifestyle

July 27, 2017



Puiforcat's Paris boutique is staged as a dining room to bring its silver goods to life. Image credit: Puiforcat

By STAFF REPORTS

Herms-owned silversmith Puiforcat has replicated living spaces at its Parisian flagship to showcase its creations in their natural habitat.

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In-store displays are becoming increasingly immersive, with brands creating spaces that speak to lifestyle rather than items laid out on shelves without a cohesive concept. To redesign its boutique experience, Puiforcat worked with interior architect Tristan Auer on the project.

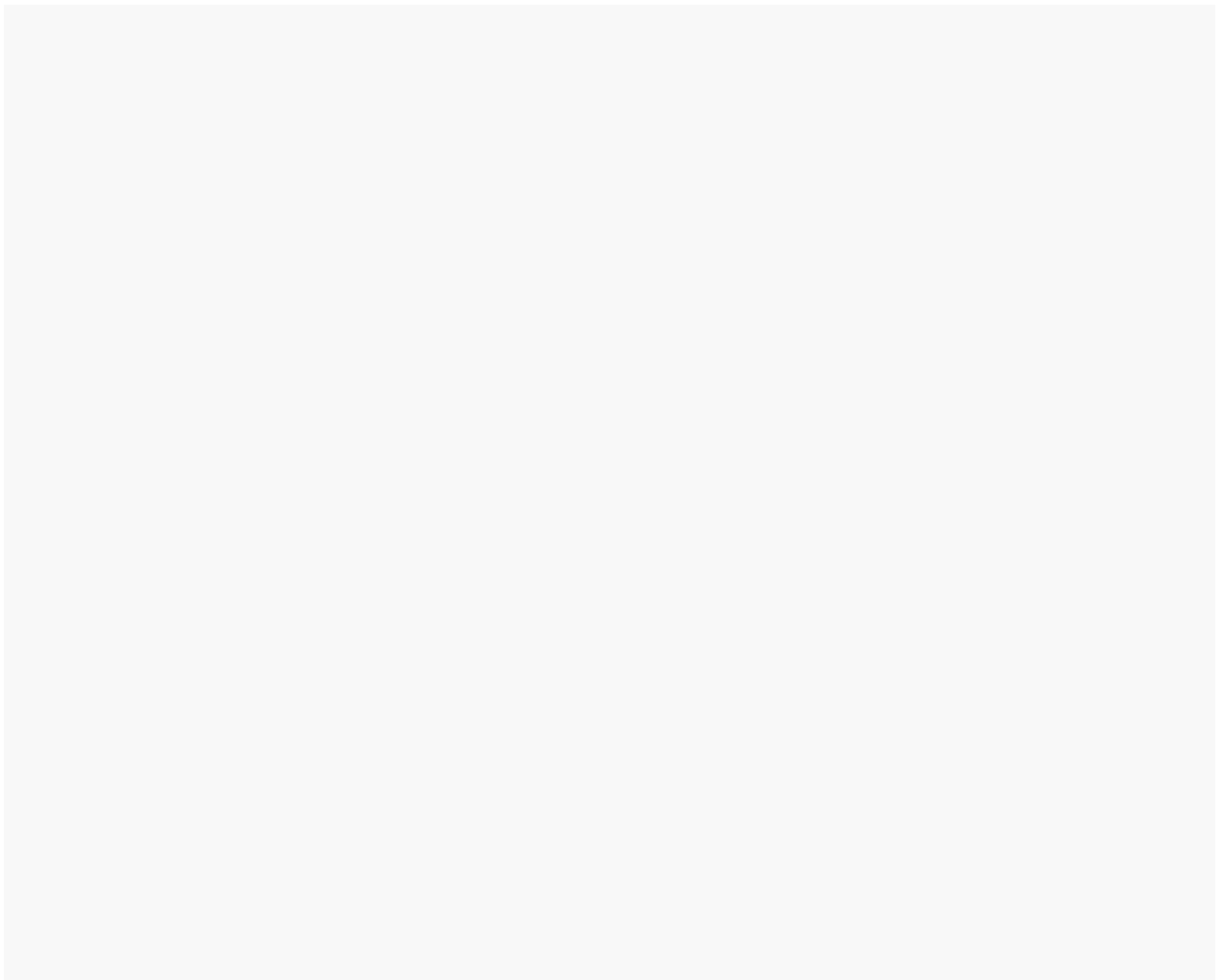
Living among Puiforcat

Puiforcat's new Paris store concept mirrors its Patin workshop and demonstrates the silversmith's savoir-faire by displaying the brand's products in a "new and stimulating" manner.

Together with Mr. Auer, Puiforcat recreated living spaces to display its silver goods. The store includes three rooms: the entryway, which tells of the brand's heritage, an intimate lounge and a dining room setting.

Puiforcat also reserved space in the store to spotlight its craftsman and its workshop.

The color scheme selected for the boutique plays with contrasting materials and includes natural cedar, polished metal, smooth leather, matte resin, raw canvas and shining lacquer.



The elegant way of living. #Puiforcat #designermaker #artdeco #design #extraordinaire #interiordesign
#showroom #tristanauer

A post shared by PUIFORCAT (@puiforcat) on Jun 1, 2017 at 7:01am PDT

Mr. Auer, who often draws design inspiration from 1920s, ensured that the redesign was reflective of the creativity of Jean Puiforcat, the silversmith-designer who "penned the finest chapters of the House of Puiforcat" in the 20s.

In a nod to Mr. Puiforcat's legacy, Mr. Auer revived an archival pattern to design the boutique's carpets.

Similarly, Swiss skincare brand La Prairie is reimagining the counter experience with a store redesign.

La Prairie launched its new store concept at Paris department store Galeries Lafayette on Boulevard Haussmann. The beauty counter experience has evolved recently due in part to online tutorials and ecommerce, which have given brands the opportunity to adapt to shifts in consumer behavior ([see story](#)).

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