

RETAIL

Le Bon March brings Italian authenticity in-store via family celebration

September 6, 2017



Le Bon March brings the Italian family to life. Image credit: Le Bon March

By BRIELLE JAEKEL

LVMH-owned department store Le Bon March Rive Gauche is bringing Italy's family traditions to its Parisian flagship in a limited exhibition.

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The department store will be sharing a new collection that celebrates Italy's goods with four distinct groupings. Each category of products will be based on a member of the affluent Italian family, intertwining a story line into bricks-and-mortar shopping.

"There are a couple of things that make this unique," said Marci Troutman, CEO of SiteMinis. "First, recognize that about 4 million French have an Italian heritage and about 175K Italians live in France."

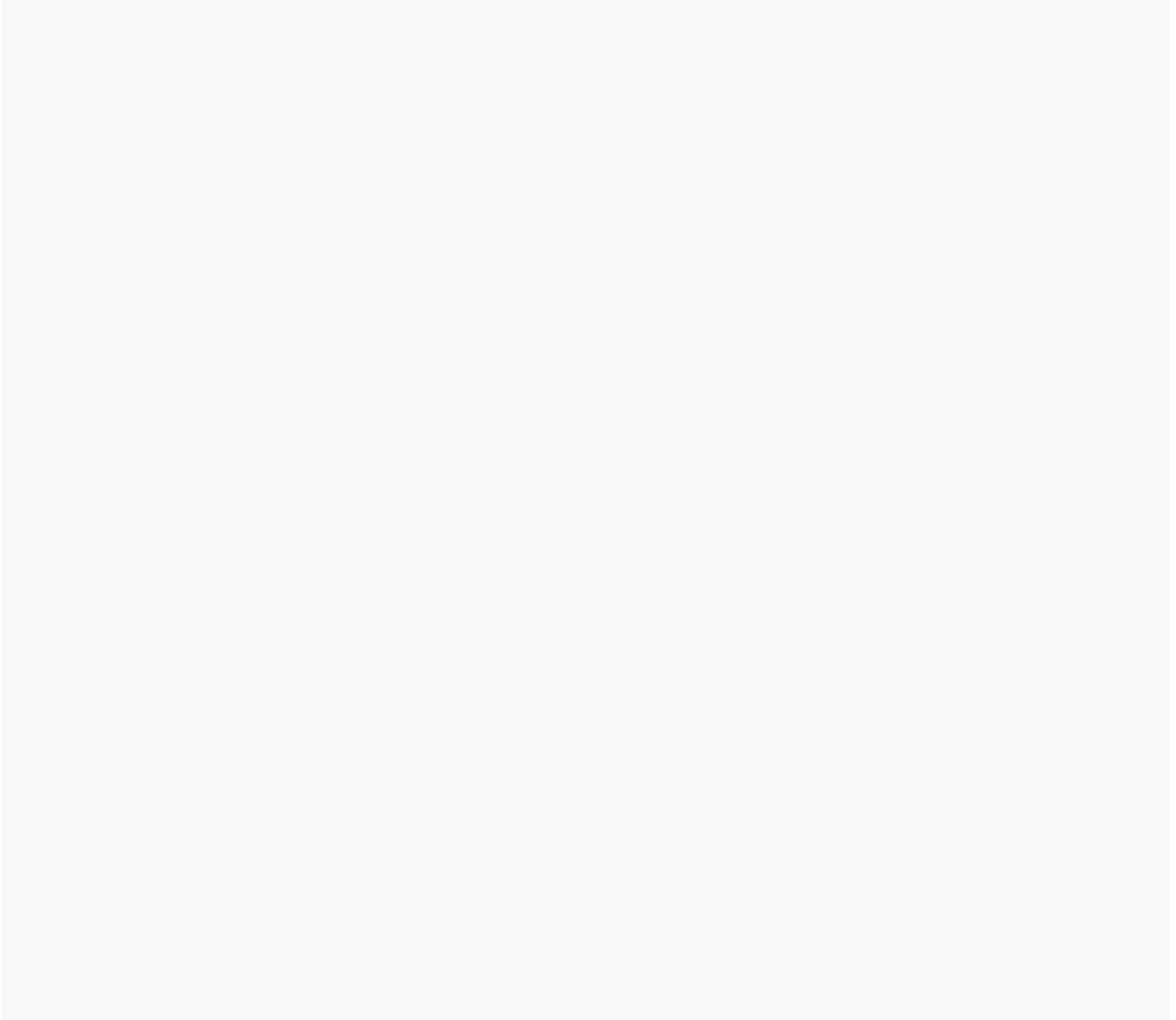
"This campaign is emphasizing the unique design and cultural impact ITALY has had in that part of FRANCE and EUROPE," she said. "Setting up a fun and interesting Italian Family CULTURE FAIR'

into the High End French market of quality goods is a way to introduce, or rather REINTRODUCE Italian Flair into the French psyche today.

"Combining past with present and leaning on long held cultural similarities. A marketing tag might be- Have fun, come to France and Le Bon Marche and reignite your Italian history."

Family traditions

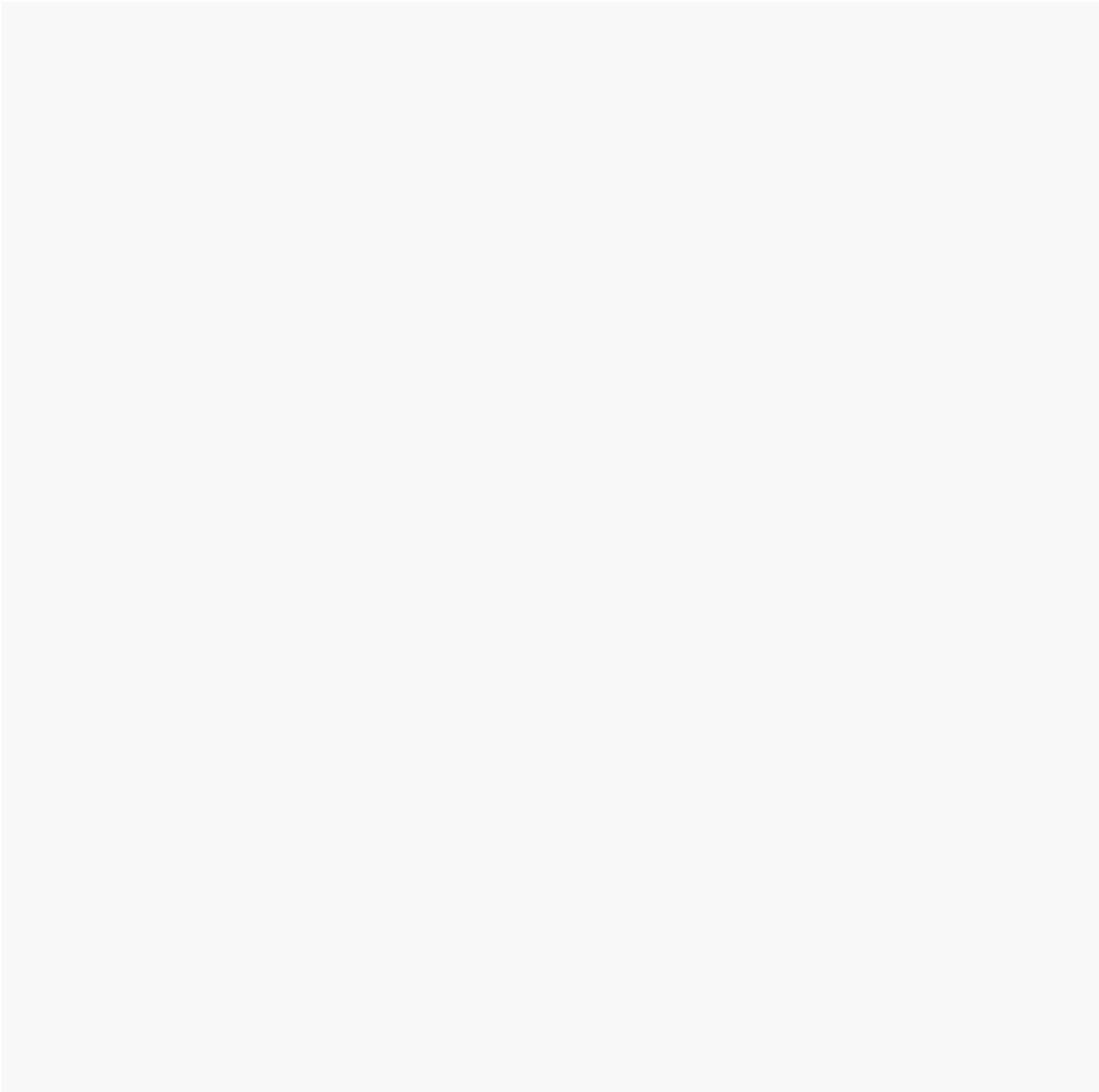
"La Famiglia Rive Gauche" is Le Bon March's latest in-store exhibit that will run from Sept. 6 to Oct. 22.



Le Bon March a rassemblé sa famille idale, commençons par la Nonna* ! L'exposition La Famiglia Rive Gauche débute le 6 septembre. Si si, la famiglia** @lebonmarcherivegauche gathered its ideal family let's begin with the Nonna*! La Famiglia Rive Gauche exhibition will start on September 6th. Si si, la famiglia** #LeBonMarch #VuAuBonMarch #LaFamigliaRiveGauche *Grand-mère // Grand-mother **Si si, la famille.

A post shared by Le Bon March Rive Gauche (@lebonmarcherivegauche) on Sep 4, 2017 at 4:26am PDT

Many of the brands featured in the collection will be present in France for the first time thanks to Le Bon March. Le Bon March's campaign gives life to a variety of characters that make up an Italian family in the in-store campaign, which also spans digital. The collection will feature authentic Italian products from Italian brands. A variety of colorful dcor pieces will be featured around the bricks-and-mortar location. The four themes will be features such as La Momma, Lo Sport, La Moda and La Famiglia. La Momma will be based around culinary experiences, Lo Sport will focus on the active, La moda is celebrating the avant garde, while La Famiglia is dedicated to the household. Social media posts are bringing life to these characters as well with videos and photographs of characters meant to represent an Italian family. For instance, a short video clip featuring a stylish grandmother on the phone is shared on the retailer's Instagram, along with a video of the father sharing flowers with his wife, and even the "dreamy and beautiful" Italian cousin is featured pretending to make a movie.



Beau et r'veur : je demande le cousin ! Rendez-vous apr's-demain en Magasin pour rejoindre La Famiglia Rive Gauche. Motore, Azione!* Dreamy and beautiful, this is the Italian cousin! Meet the whole family from the day after tomorrow until October 22. Motore, Azione!* #LeBonMarch #VuAuBonMarch #LaFamigliaRiveGauche *Moteur, action ! // Camera, action!

A post shared by Le Bon March Rive Gauche (@lebonmarcherivegauche) on Sep 4, 2017 at 1:08pm PDT

In-store campaigns

Le Bon March Rive Gauche has also recently created an urban jungle in its flagship, accompanied by an animated video, weaving a campaign story through a series of consumer interactions.

"Attention Aux Gorilles" was the department store's campaign in celebration of the then upcoming summer that started out with an animated video from illustrator Ana Tortos. Gorillas and illustrations from the video were featured throughout the store in various window displays amongst products ([see more](#)).

The department store also put a spotlight on its customers and Parisian culture by preserving overheard moments.

Documentary filmmaker Loc Prigent observed conversations that transpired within the retailer's store and curated a series of quotes for an in-store exhibit titled "Heard at Le Bon March." This lighthearted project brought the atmosphere and characters found within the retailer's walls to life in an authentic way ([see more](#)).

"Le Bon Marche was completely innovative for their time instituting fixed prices and guarantees that allowed exchanges and refunds, advertising, and a much wider variety of merchandise," Ms. Troutman said. "The importance of this marketing campaign allows a reflection of how the brand has integrated into the culture by emphasizing the past and familial generations into the NOW.

"Le Bon Marche is emphasizing the fashion and culture of Italy and Italians to come and visit their store to welcome and show off the styles of ITALY during this month and a half long event to include Food, ART, Fashion, etc of the ITALIAN DOLCE VIDA in Paris!"

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