

RETAIL

Colette bids adieu to customers, collaborators in final note

December 20, 2017



Illustration of Colette. Image credit: Colette

By STAFF REPORTS

After 20 years of reinventing retail, Parisian boutique Colette is closing its doors, leaving behind a legacy.

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Colette, founded in 1997, became known for its eclectic merchandising mix and brand collaborations, such as its Balenciaga takeover earlier this year. On Dec. 20, the bricks-and-mortar store on rue Saint Honor will close at 7 p.m. CET, with the ecommerce site following at midnight on Dec. 21.

Closing time

Colette announced it would be closing in July. 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 ([see story](#)).

Even with the closure on the horizon, the concept store did not slow down, with a number of luxury collaborations in its final months.

French atelier Chanel continued its collaborative efforts with music producer Pharrell Williams to include a customized sneaker available exclusively at Colette. The brand held a month-long pop-up as a farewell to the retailer, which included a series of events ([see story](#)).

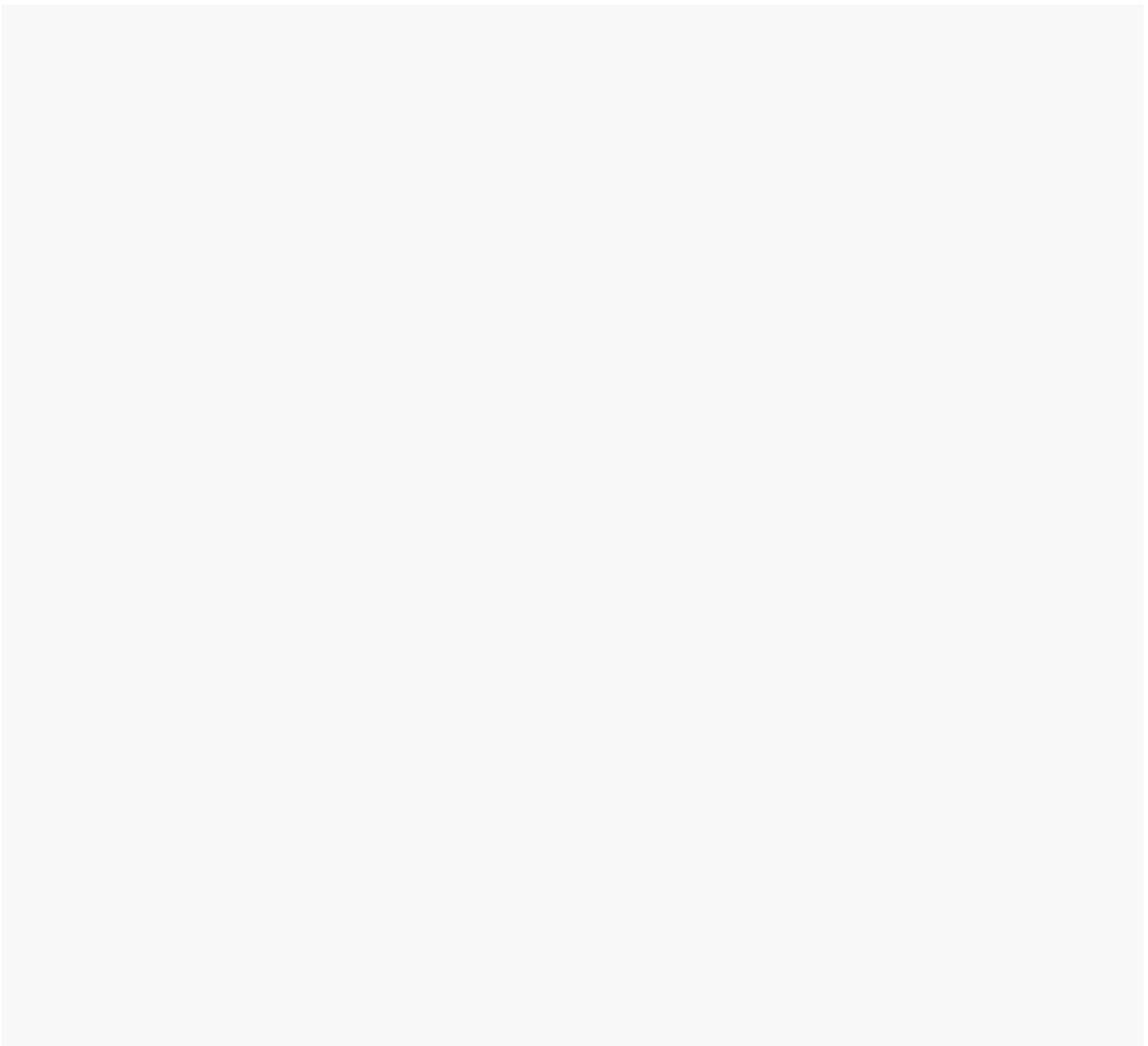


Inside Colette. Image credit: Colette

Colette's last luxury partnership was with Saint Laurent, which included exclusive products from Bang & Olufsen, Baccarat, Polaroid, Vespa and Christofle. The last event held at the store was a launch party for a collaborative Saint Laurent x Travis Scott vinyl album on Dec. 18.

Aside from a collaborator, Saint Laurent is reportedly taking over the storefront at 213 rue Saint Honor when Colette exits.

Before its lights go out for good, Colette co-founder Sarah Andelman worked with New York concept boutique Story to bring some of its latest items across the pond.



Last #colettegaragedoor by our homie @klyonsnatborn THANK YOU Kevin #coletteforever #colette #KevinLyons

A post shared by colette (@colette) on Dec 17, 2017 at 3:16am PST

In an interview with [Vogue](#), Ms. Andelman noted that she was still placing orders and accepting new merchandise, wanting the store to be full for those who visit on the last day. She also noted the lines of shoppers the store has seen over the last few weeks as customers made their final purchases.

Prior to its closing, Colette took a look back on social media, posting a retrospective on some of its window displays over the years.

In a final email newsletter sent Dec. 19, Colette said, "Au revoir" to its loyal customers, thanking them and its partners over its two decades in business.

The retailer also noted that following the ecommerce shop's closing, the Web site would become a place for consumers to leave the store a message. The Web site will also host testimonial footage filmed by Hugues Lawson-Body for a documentary.

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