

RETAIL

## Le Bon March stages optical illusions to challenge reality

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*Sous le Ciel* by Leandro Erlich at Le Bon March. Photo credit: Le Bon March, photo by Gabriel De La Chapelle

By STAFF REPORTS

LVMH-owned retailer Le Bon March Rive Gauche is challenging the perceptions of time and space in its central atrium with a work by a visual artist and illusionist.

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Running until Feb. 18, Le Bon March will showcase an installation by Argentine artist Leandro Erlich, which is described as a cross section between an optical illusion, poetry and a dreamscape. Across luxury, brands and retailers act as patrons of the arts, often hosting installations within a store's floor plan, in window displays or on the building facade to encourage passersby to stop and appreciate the artwork.

The skies of Paris

Mr. Erlich's installation, titled "Sous le Ciel" or "Under the Sky," invites visitors to Le Bon March to alter the way reality is perceived. The installation is named after a song by Edith Piaf and celebrates the Paris sky.

The sky over Paris is known for its luminosity and soft colors that change over the course of the day and season.

*Sous le Ciel* was created specifically for Le Bon March and spans several parts of the department store. In the retailer's windows, Mr. Erlich has placed light, fluffy cloud-like shapes that float in each pane, while its central glass roof reveals the blue sky above, dotted with cloud formations.

The central focus of the installation is found at Le Bon March's famed escalator, which has been transformed to merge dream and reality. Mr. Erlich has altered the escalator's appearance to look as if it were knotted.

Even the elevators at Le Bon March have been altered by Mr. Erlich. Using mirrors, the artist has created an infinite optical illusion.



*Leandro Erlich's elevator illusion, part of Sous le Ciel at Le Bon Marché. Photo credit: Le Bon Marché, photo by Gabriel De La Chapelle*

"By changing visitors' perspectives and their spatial perception, [Mr. Erlich's] work plays with illusion, space, history and architecture to create a fiction that leaves considerable room for interpretation," Le Bon Marché said in a statement.

In October, Cartier suspended its own clouds outside Paris' Bassin du Palais de Tokyo and Muse d'Art Moderne during the FIAC Art Fair.

Cartier's Le Nuage Parfum, meaning The Scent Cloud, included a metal cube with a spiral staircase at the center. By taking the stairs up to the top, the visitor was surrounded by a cloud of L'Envol de Cartier, a fragrance created by Mathilde Laurent, Cartier's in-house perfumer ([see story](#)).

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