

RETAIL

Le Bon Marché creates new worlds inside its store

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Mk2's virtual reality experience. Image credit @bebe.bri.

By STAFF REPORTS

LVMH-owned department store Le Bon Marché has moved beyond simply a shopping location to an activity-driven hub with a new VR launch.

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The department store located in Rive Gauche in Paris has dedicated a room specifically to virtual reality with a new program designed for children. Running from April 6 to 23, the room will feature seven different experiences that Le Bon Marché says will show kids “their wildest dreams.”

In-store reality

In an ongoing effort to focus on in-store experiences, Le Bon Marché is leveraging VR to excite and delight the children of shoppers.

The mk2 VR Kids program is designed for kids aged 6 to 12.

Featured experiences include a trip into space, journey into the animal world, a flight above Paris, an immersive version of the popular Fruit Ninja game and more.

While professionals will supervise the activity, kids are invited to spread their wings and follow their dreams through VR, as a way to introduce them to the technology.

Le Bon Marché's VR room will also feature a variety of snacks from Bob's Juice Bar and Bob's Bake Shop including pastries, fresh juices and milkshakes.



The experiences, named Birdy, The Little Prince, Fruit Ninja, Micro Giants, Tilt Brush, Eagle Flight and Overview, go beyond just looking around a virtual world. Children are encouraged to move around and complete tasks within these experiences.

Space is limited so parents are encouraged to sign their children up.

Each session lasts for 30 minutes. The experience is housed on the second floor of the Paris department store.

Hours through Monday to Saturday are 10am to 8pm, but on Thursdays it will be open late until 8:45pm. Sundays will be open from 11am to 7:45pm.

Le Bon Marché Rive Gauche also recently challenged the perceptions of time and space in its central atrium with a work by a visual artist and illusionist.

The department store showcased 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 ([see more](#)).

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