

RETAIL

## Le Bon March looks west for Californian campaign

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*Le Bon March Rive Gauche is celebrating all things Los Angeles. Image credit: Le Bon March*

By SARAH JONES

LVMH-owned department store Le Bon March Rive Gauche is bringing a taste of Los Angeles life to Paris in a retail exhibition.

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"Los Angeles Rive Gauche" takes inspiration from the Californian sun, offering consumers products, styles and experiences designed for times between sunrise to sunset. This campaign aims to let consumers embody the lifestyle of Los Angeles, a cultural hub known for its music, wellness and sporting scenes.

"Every year we try to highlight or celebrate a culture of city or district, and this time we really felt something very strong and dynamic was coming from Los Angeles," said Jennifer Cuvillier, style director at **Le Bon March Rive Gauche**, Paris. "Not only fashion, but in a whole lifestyle, every single category. And very different from anything else we'd done."

### California dreaming

Le Bon March organized its Los Angeles experience into three sections, with areas dedicated to sunrise, sunlight and sunset.

Reflecting Los Angelenos' early morning routines centered on well-being and spirituality, the store has created a space that houses natural beauty products, home accessories and juices. Consumers can also order vitamin-rich foods at a counter for a culinary take on wellness.

Sunrise also centers on the popular practice of yoga, offering attire and accessories.

During the campaign, consumers can take part in classes at a temporary in-store yoga studio. In addition to sessions in Kundalini, Vinyasa and Hatha yoga, L.A.-based dance workout Pound Fit will be teaching daily classes.

Le Bon March's ground floor will focus on sunlight, with gear and goods for outdoor activities, from skateboarding to surfing. This part of the store will be transformed into Venice Beach, with products from sporting brands and portable snack foods.



*Le Bon March's campaign spotlights made in Los Angeles fashion. Image credit: Le Bon March*

Rounding out Le Bon March's take on Los Angeles is an area dedicated to nightlife. This sunset section will carry clothing ready for a night on the town, from leather jackets to vintage clothing.

A pop-up from actress Gwyneth Paltrow's lifestyle brand Goop will allow consumers to shop a range aimed at promoting beauty from the inside out. This temporary outpost is modeled after the Goop Lab concept store in Los Angeles' Brentwood neighborhood.

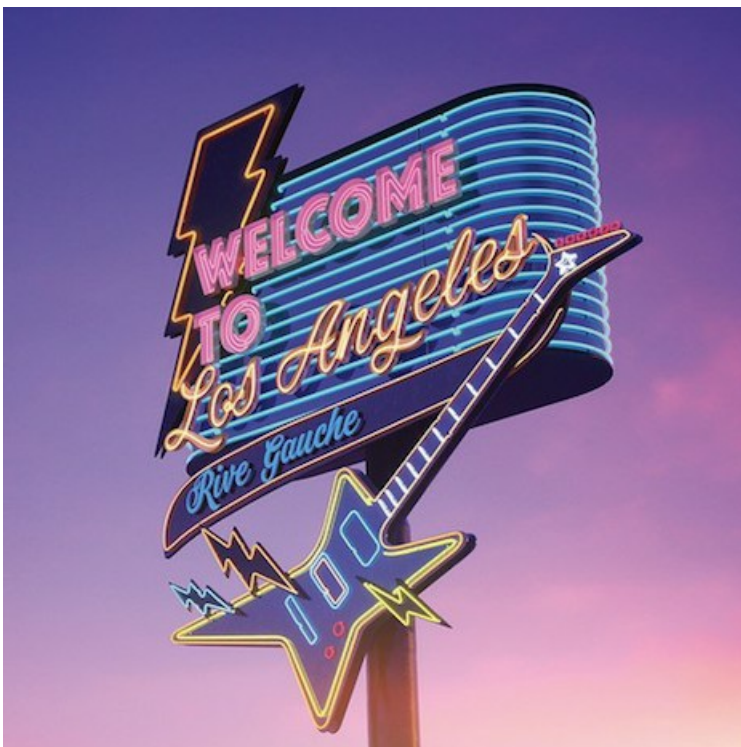
Along with selections of products ranging from bathing suits to bicycles from 200 brands, the store is allowing shoppers to experience the Los Angeles vibe through experiences.

Skateboarder and DJ Scott Oster has brought his sport of choice to Le Bon March, installing a full pipe that seems to be floating above the beauty department. Here, professional skateboarders will perform tricks every Wednesday and Saturday.

Meanwhile, fashion and costume designer Blaine Halvorson is staging a pair of installations for Le Bon March.

Taking inspiration from Hollywood's darker side and California's origins as a missionary settlement, a multisensory bar dubbed Holly Land will offer both angelic and devilish experiences. For two weeks, this space will host in-demand tattoo artist Dr. Woo, who has done work for stars such as Miley Cyrus and Drake and has a rumored two-year waiting list at his Los Angeles studio.

In honor of rock group Led Zeppelin's 50 anniversary in September, Mr. Halvorson will also be hosting a pop-up store in the shape of a zeppelin aircraft.



*Le Bon March's exhibition includes a look at the music and nightlife scene in Los Angeles. Image credit: Le Bon March*

Le Bon March's Le Table restaurant at its La Grande Epicerie de Paris is turning into a U.S.-style diner for the

duration of the campaign. The eatery will serve up comfort fare such as nachos and burgers, as well as healthier fare such as vegan desserts and kale kabbouleh.

Merging Paris with Los Angeles, the store will also be featuring two local establishments that have a Californian feel. Food truck Hot Vog will be parked outside the store, offering vegan hot dogs.

Meanwhile, La Grande Epicerie de Paris' bakery will be selling doughnuts from Boneshaker Doughnuts. Founded by an Irish-American couple, the Paris shop brings French pastry techniques to the treat.

"We're not talking about just a little pop-up somewhere," Ms. Cuvillier said. "On every single floor, you have a huge exhibition space, and all our products are incorporated in the L.A. experience.

"This is really a custom-made space for our customer," she said. "Everything has been created for this exhibition and we're talking about more than 200 brands that we are curating inside the store, which are all exclusive."

Los Angeles Rive Gauche opens Sept. 1 and will be up through Oct. 21.

#### Transportational trends

This is the latest in Le Bon March's cultural campaigns. Last year, the store brought Italy's family traditions to its Parisian flagship in a limited exhibition.

The department store shared a new collection that celebrates Italy's goods with four distinct groupings. Each category of products was based on a member of the affluent Italian family, intertwining a story line into bricks-and-mortar shopping ([see story](#)).

Le Bon March also moved beyond simply a shopping location to an activity-driven hub with a recent VR launch.

The department store located in Rive Gauche in Paris dedicated a room specifically to virtual reality with a program designed for children. Running from April 6 to 23, the room featured seven different experiences that Le Bon March said would show kids "their wildest dreams" ([see story](#)).

This latest campaign brings this same sense of travel and experience to consumers.

"It's really this whole mix curated for the event that makes it very part of the experience because you will really enter this L.A. world right away when you enter the store," Ms. Cuvillier said.