

APPAREL AND ACCESSORIES

Marni opens second boutique in Paris

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Marni's boutique on rue Saint-Honoré. Image credit: Marni

By STAFF REPORTS

Italian fashion label Marni is growing its store footprint in Paris with the opening of a store on rue Saint-Honoré.

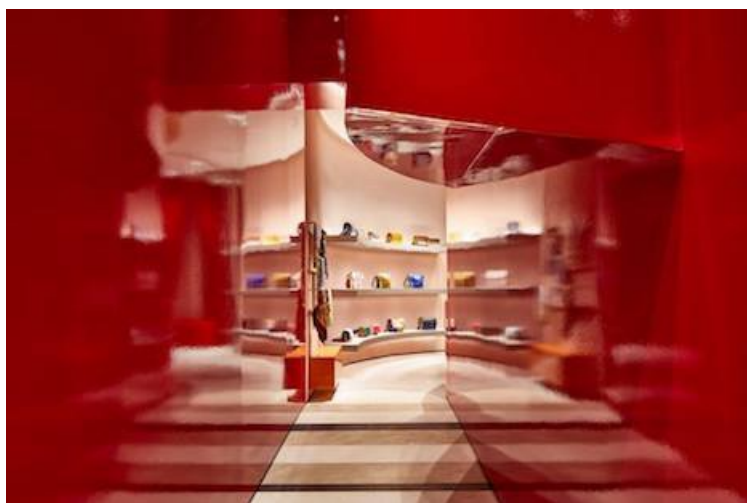
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Spanning two floors, the boutique carries ready-to-wear, leather goods and footwear. This is just one of Marni's store openings this year, following new doors in New York and Florence earlier in 2018.

Parisian placement

This store joins Marni's existing location on Avenue Montaigne in Paris.

Marni's boutique is located on the ground floor of a Haussmann-style building at 231 rue Saint-Honoré. The store's entrance is bathed in red courtesy of a skylight and a marble accent on the floor.



Inside Marni's rue Saint-Honoré boutique. Image credit: Marni

The first level features walls of handbags and displays of small leather goods. As shoppers walk further back on the first floor, they can shop eyewear and accessories in a space that sits next to an outdoor courtyard.

A lower level houses ready-to-wear collections and footwear.

To commemorate the boutique opening, Marni commissioned animal sculptures from a group of female artisans in Villanueva, Colombia. These limited-edition pieces will be sold exclusively in the Paris store for a short time.

Promoting the opening, artist Alan Fears made a film that shows drawings of Parisians bopping to a soundtrack. Among the imagery in “A Rumble in the Jungles of Paris” is a man holding a rooster, a nod to the emblem for the store.

Other characters are shown within an illustrated version of the store.

Embedded Video: https://www.youtube.com/embed/SCIZvVJG_fo

Alan Fears' A Rumble in the Jungles of Paris

Marni often looks to retail initiatives to make a difference. Last year, as part of its 50th anniversary celebrations, shopping center South Coast Plaza hosted a charitable pop-up from Marni.

Following Marni Markets in cities such as Paris, Milan, Tokyo, Hong Kong and Beijing, the concept came to the United States for the first time with an installation at the Costa Mesa, CA mall. Beyond offering customers a branded experience, the pop-up gave back to a local cause ([see story](#)).

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