

FOOD AND BEVERAGE

Ralph Lauren's coffee concept pops up in Paris

February 27, 2019



Ralph's Cafe in Paris is open during fashion week. Image credit: Ralph Lauren

By STAFF REPORTS

U.S. fashion label Ralph Lauren is giving Paris Fashion Week attendees a place to recharge by opening up a coffee shop in its Saint-Germain boutique.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Opened Feb. 22, Ralph's Caf serves beverages, baked goods and snacks in a cozy eatery. This marks the brand's first food-themed pop-up in Paris, following similar hospitality activations in New York, Hong Kong and Tokyo.

Cup of Ralph's

On the menu at Ralph's Caf are tea, hot chocolate and coffee made from La Colombe-packaged bean blends made specially for the brand. The shop is also serving brownies, cookies, muffins, cake, yogurt parfait and caramel popcorn for those with a sweet tooth.

Visitors can settle into a banquette or sit at a counter. Keeping the eatery on-brand, the wait staff wears white Oxford shirts and green ties from Ralph Lauren paired with aprons bearing the Ralph's Coffee logo.

[View this post on Instagram](#)

New York's favorite coffee comes to Paris. Experience Ralph's Caf at 173 Boulevard Saint Germain through Tuesday, March 5. Open 10:30 AM-6:30 PM. . #RalphsCafe #RalphsCoffee #RLCollection #SS2019 #PFW #RalphLauren

A post shared by Ralph's Coffee (@ralphscoffee) on Feb 26, 2019 at 9:17am PST

Instagram post from Ralph Lauren

The pop-up coffee shop will be open through March 5.

Along with the pop-up in Paris, Ralph Lauren staged its runway show during New York Fashion Week at its Madison Avenue flagship store, turning the boutique into a caf experience.

In 2017, Ralph Lauren expanded its hospitality portfolio with the opening of its first eatery in London.

Ralph's Coffee & Bar is a new concept for the brand, combining elements from Manhattan's Polo Bar and Ralph's Coffee into an intimate space. As consumers are moving from accruing things to seeking experiences, Ralph Lauren moves further into dining are meeting consumers where they want to spend ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.