

APPAREL AND ACCESSORIES

Loewe starts off the spring, summer season in Paris

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Loewe teams up with Paula's for latest collection and pop-up shop. Image credit: Loewe

By STAFF REPORTS

Spanish apparel and accessories house Loewe is taking up shop in a portion of department store Le Bon Marché to kick off the warmer season.

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The pop-up shop features an expansive design, touching on archives of designs from Ibiza boutique Paula's, which Loewe is partnering with for a third time. The collection from the two brands is featured in a vibrant display in Paris in the 17^e arrondissement.

Celebrating summer

Running from April 27 to June 22, the shop will feature both men's and women's fashions with a colorful beach-inspired lineup. In addition to accessories and clothing, the store will carry items and plants.

Le Bon Marché's 2,475-square-foot concept shop has been transformed into a colorful coastal celebration, embodying the atmosphere of Ibiza.

A variety of events, workshops and programming will be featured at the location, including live DJ sets, a Saint-Germain-des-Prs, a cactus stall, appearances by Paula's founders and an engraving feature that personalizes dice charms for customers' bags.

The shop opened to the public with a special event on April 27, with DJ Zaltan and Parisian dance label founder Antinote.



Loewe's pop-up shop in Le Bon Marché. Image credit: Loewe

Loewe and Paula's collaboration has been an annual occurrence since its start in 2017, and the partnership added men's offerings to the collection last year.

The Spanish apparel and accessories house is also leaning into its growth by moving its flagship location, opening a new boutique in London in a heritage space.

The new Casa Loewe, as it is called by the brand, opens today in Mayfair on Bond Street at a historic location. The building has undergone a year of renovations to host the brand, as Loewe moves from Mount Street to Bond ([see story](#)).

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