

RETAIL

Printemps brings Paris to life for summer campaign

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Printemps' summer campaign follows a couple exploring Paris together. Image credit: Printemps

By SARAH RAMIREZ

French department store chain Printemps is celebrating the spirit of summer in a multichannel campaign that helps consumers discover Parisian culture from a new perspective.

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Printemps has enlisted luxury partners, including British automaker Bentley, to bring special moments to its shoppers as part of its "A Summer in Paris" campaign. The retailer has also shared a whimsical film that shows a new side of the French city.

"Department stores are struggling to stay relevant in a time where experience is valued over stuff,' particularly for the younger set," said Allison McCabe, consulting manager at **Boston Retail Partners**. "This ad campaign indicates that one needs a wardrobe for all of the experiences, trying to reinforce the need to purchase apparel while experiencing life."

Ms. McCabe is not affiliated with **Printemps**, but agreed to comment as an industry expert.

Paris for a day

The "A Summer in Paris" film begins with a young couple aboard a helicopter.

After the helicopter lands, the young man cheerfully cradles the woman in his arms as they walk the runway. He is wearing a suit, while she is dressed in a colorful floral dress with neon orange eyeshadow.

"A Summer in Paris" from Printemps

Next, the couple is shown riding bicycles in a lush green park while dressed more casually. They enjoy a picnic and lounge on the grass, daydreaming together.

For their next adventure, the couple enjoys a mod dance aboard a Seine river cruise.

After the dance, the upbeat soundtrack fades in favor of an electronic beat and talk radio in the background.

The woman is briefly seen in the driver's seat of a Bentley before she enters the kitchen at the Ritz Paris. Wearing an

oversized cable knit sweater, she leans against the kitchen prep table and takes a bite of a fresh macaron.

As the music picks up tempo, the couple is shown exuberantly skipping through the Opra Garnier. They round the corner, and the scene transitions to them descending the stairs backstage at the Crazy Horse cabaret.

Dancers take the stage for a seductive revue. The couple watch the performers from the front row of the venue, before exiting into the Parisian evening.

Through Sept. 1, each of the partners featured in the film are also helping recreate these experiences for select Printemps customers.

To celebrate its centennial, Bentley Paris-Seine has a dedicated window display at Printemps Haussmann. The Ritz Hotel Cooking School also has two window displays at the Paris Ottoman flagship, in addition to hosting events and selling spices in a pop-up boutique.

Printemps Opra 2019



Printemps has partnered with Parisian institutions. Image credit: Printemps

The Opra National de Paris is also part of the Printemps de la Femme pop-up and will be selling candles, books and other merchandise as part of its 350th anniversary.

Printemps is offering limited discounts for helicopter rides to Versailles through Helipass, Compagnie des Bateaux-Mouches river cruises and shows at the Crazy Horse.

Retail experiences

As shoppers embrace ecommerce, high-end retailers are turning to more elaborate in-store experiences to draw consumers to bricks-and-mortar locations.

For instance, British department store chain Selfridges is looking to bring the future of fashion to shoppers by working with digital artists on a new multichannel initiative.

Through "The New Order," the retailer is enhancing the concept of creative collaborations by merging physical and digital shopping. Luxury retailers are turning to more experiential offerings as they work to lure consumers away from their screens and inside stores ([see story](#)).

Last year, Printemps spoke to summer's wanderlust in an effort that paired hospitality and fashion.

For its annual "Printemps Palace" campaign, the retailer teamed with local hotels to showcase Parisian-style travel. Shopping and tourism go hand-in-hand for many travelers, making this campaign an opportunity to showcase both to Paris visitors ([see story](#)).

"Tying in with a youthful, experiential luxury campaign helps brands move the needle," Boston Retail Partners' Ms. McCabe said. "Joining marketing forces with businesses who serve the same audience with noncompetitive products is cost-effective as well as adds value for the complementary brands."