

RETAIL

## Le Bon March turns store into seaside escape

July 23, 2019



*Le Bon March Sur Mer campaign. Image credit: LVMH*

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By STAFF REPORTS

LVMH-owned Parisian department store Le Bon March is bringing the feeling of vacation to its sales floors with a summery campaign.

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For the event, dubbed Le Bon March Rive Gauche sur Mer, the retailer has been transformed into a seaside resort. As consumers feel wanderlust for getting away, Le Bon March is offering an escape closer to home.

### Local travel

Le Bon March is putting a focus on summer essentials, such as tote bags and notebooks.

The retailer has invited designer Vanessa Bruno to host a pop-up on its first floor, celebrating the 20th anniversary of her tote bags. Along with the bags, the shop-in-shop will retail apparel and accessories.

Consumers can also customize their handbags at a personalization station.

Along with summery products, the retailer is rebranding its Grande picerie de Paris to "La Grande picerie sur Mer." Decked out in summery hues, the culinary shop will offer products for seasonal eating, from picnics to aperitifs.

Every Friday afternoon in July, the store will also host tasting events.

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[View this post on Instagram](#)

L'VNEMENT : LE BON MARCHE SUR MER . Avez vous fait un tour au Bon March rcement ? Vous pourriez y discerner le bruit des vagues qui se brisent sur le flan de falaise et y sentir le sable chaud qui s'introduit dans vos souliers de ville.... - THE EVENT : LE BON MARCHE SUR MER . Did you recently drop by our store ? You might be surprised by hearing the sound of the sea and by feeling the sand slipping inside your shoes... . . .  
#VuAuBonMarche#LeBonMarche#LeBonMarcheSurMer . . . #Paris #RiveGauche #fashion #luxury  
#departmentstore #parisjetaime #parismonamour #weekendaparis #summer #holidays #igersdaily  
#igersparis #igersfrance #instagood #magasin #store #rest #holidays #sand #beach

A post shared by Le Bon March Rive Gauche (@lebonmarcherivegauche) on Jul 14, 2019 at 9:52am PDT

### *Instagram post from Le Bon March*

Launched on June 28, Le Bon March's campaign will run until Aug. 25.

Le Bon March Rive Gauche previously brought a taste of Los Angeles life to Paris in a retail exhibition.

"Los Angeles Rive Gauche" took inspiration from the Californian sun, offering consumers products, styles and experiences designed for times between sunrise to sunset. This campaign aimed to let consumers embody the lifestyle of Los Angeles, a cultural hub known for its music, wellness and sporting scenes ([see story](#)).

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