

RETAIL

## Parisian department store Le Bon March, doors closed in lockdown, opens windows to past with video narrative

April 27, 2020



French journalist Stphane Bem narates Parisian department store Le Bon March's history in weekly episodes posted on Instagram, YouTube and the 24S.com site. It is in line store owner LVMH's mining of its various brands' archives to keep audiences engaged as the COVID-19 lockdowns continue in key markets worldwide. Image credit: Le Bon March

By LUXURY DAILY NEWS SERVICE

LVMH-owned Le Bon March is running a video series online that enlightens viewers on the origins and story of the world's first and still active department store that got its start in Paris in the second half of the 19<sup>th</sup> century.

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Released each weekend on Instagram, YouTube and 24S.com, the videos comprise a narration by journalist Stphane Bem of Le Bon March's foundations. Each episode sheds light on a facet of the store's past, starting with its pioneers, Aristide and Marguerite Boucicaut, a couple who revolutionized retail in the 19<sup>th</sup> century.

"At a time when people could not even enter a store if they didn't want to purchase something, and when prices were neither displayed nor fixed, the Boucicauts created the foundations of modern retail stores as we know them today," LVMH said.

"Au Bon March" [as the store was first known] was the nexus of this transformation, growing into the world's very first department store."

Retail detail

Founded in 1852, **Le Bon March** fell into LVMH hands in 1984, followed three years later by a major renovation of the store. It is now a key component of the Paris-based LVMH's selective retailing group, sitting alongside Sephora and represented online by **24S**, formerly 24 Svres.

Narrated in French, each Le Bon March episode is under five minutes and includes archival footage and photographs to accompany Mr. Bem's storytelling.

The first episode sheds light on the Boucicaut couple, their origins and how their retail journey began.

*History of Le Bon March: Episode 1*

In the next episode, Mr. Bern reminds viewers of the historical context of the second half of the 19<sup>th</sup> century and the arrival of Aristide Boucicaut at Le Bon March.

*History of Le Bon March: Episode 2*

Indeed, Boucicaut's rapid rise and visionary practices enabled him to turn a simple shop into a department store. He introduced renewal of offers and reinvented the art of the sale.

The third episode is focused on how the store was built and aptly titled, "Building the Cathedral of Modern Commerce."

*History of Le Bon March: Episode 3*

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