

RETAIL

LVMH's Le Bon March Rive Gauche rolls out colorful "En Couleurs!" exhibition for Parisian shoppers

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Le Bon Marche is saturated in color as the LVMH-owned department store tries to add pep to the shopping experience even as the COVID-19 coronavirus threat is ever-present worldwide. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

Parisian department store Le Bon March is welcoming warm and sunny weather with a new exhibition that brings splashes of color to all corners of the LVMH-owned retailer's premises.

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Running through June 21, the "En Couleurs!" exhibition's color splash is reflected in all departments such as fashion, accessories, jewelry, beauty, homeware, kids and food with participating brands.

Not sepia-toned nostalgia

The vibrant creations celebrate craftsmanship including embroidery, wickerwork, tie-dye prints and hand-painted patterns. Tradition is revisited with an ultra-contemporary, multicolored spin.

Fusing poetry and dreams, the colors evoke treasures and memories from trips around the world, per [Le Bon Marché](#).

LVMH-owned Loewe and its Loewe x Paula's Ibiza capsule collection are the highlight of the exhibition, sharing the cheery and colorful world of the Balearics.

Loewe pieces and accessories for men and women are featured on the second floor, along with special events throughout the exhibition.

The Antik Batik and Farm Rio brands also propose invitations to travel via their creations, the retailer said. The former has designed a capsule fashion and lifestyle collection centered on Mongolia, while the latter has set up its Brazilian beach hut.

Timeless tie-dye motifs inspire complete collections by Hogan and Philippe Model, which apply the prints on a range of sneakers. Other merchandise includes T-shirts and sweaters from Maison Mre, Kujten and From Future.



Le Bon Marche aims to lift the spirit of shoppers with color. Image credit: LVMH

Indeed, "En Couleurs!" has been designed as an opportunity for brands to revisit their classics in colorful themes.

Dinh Van offers a new take on its Handcuff bracelets, LVMH's Fred has created an exclusive edition of its Force 10 bracelet in a "colorama rainbow" selection of insets on links and clasps, and Poiray designed a colorfully braided watchband.

Food offerings are equally vibrant.

LVMH's La Grande Epicerie de Paris has curated a polychromatic selection of Refeel kombucha bottles, Terre de Caf cans in pop colors and Bam & Co granola, plus a rainbow of BonBon Chic flower lollipops.

The food stands at La Grande Epicerie were equally colorful, with the Primo Piano and Rose Bakery restaurants both boasting takeout menus.

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