

RETAIL

## LVMH, French president unveil renovated La Samaritaine

June 21, 2021



From quai du Louvre, rendered view of the Cheval Blanc hotel. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH's Bernard Arnault and French President Emmanuel Macron came together to inaugurate the newly renovated department store La Samaritaine on June 21, completing a nearly 16-year restoration project.

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For the last 15 years, LVMH has been attempting to convert the former department store into a luxury complex including a hotel, duty-free shopping, designer stores, offices, affordable housing and a daycare center ([see story](#)). The new Samaritaine places diversity at the heart of its raison d'être: diversity of function, of architectural forms, of construction methods, as well as social and intergenerational diversity.

"No other department store has such compelling links to the two faces of Paris, one engaged with the historic economic vitality of the recently renovated Les Halles and the other overlooking the Seine, offering the most beautiful view of the world's most beautiful city," said Bernard Arnault, chairman and CEO of LVMH, in a statement. "The completion of this project, which both creates jobs and promotes a unique Parisian art de vivre around the world, is also a great source of pride for our Group in France and in Paris.

"Many of our Maisons were founded in Paris, where we intend to make an active contribution to economic recovery, as well as the worldwide appeal of France."

New and improved

Founded in 1870 by Ernest Cognacq and Louise Ja, La Samaritaine reflects the modernized Paris of Baron Haussmann and the Second Empire, an era that saw the emergence of the city's first department stores.

Situated between the Louvre and the Notre-Dame Cathedral, the department store has risen to the rank of an architectural monument with its mix of Art Nouveau and Art Deco.

The iconic property, the new Samaritaine Paris Pont-Neuf department store was inaugurated today by French President [@EmmanuelMacron](#), and Bernard Arnault, Chairman and Chief

Executive Officer of LVMH. #SamaritaineParis #LVMH pic.twitter.com/edmKPuC414

LVMH (@LVMH) June 21, 2021

Since it closed for safety reasons in 2005, La Samaritaine has been developing a large-scale renovation project which adheres to an innovative environmental approach.

LVMH had previously announced the architectural ambition of the renovation project was to restore and enhance a heritage that is registered on France's Inventaire Supplémentaire des Monuments Historiques.

Entrusted to the Japanese agency Sanaa, winner of the 2010 Pritzker Prize, the architectural design has returned to the original inspiration of the architects Frantz Jourdain and Henri Sauvage.

The historic building's facades have their luster back after the restoration of the dilapidated parts. In the Rue de l'Arbre-Sec, Frantz Jourdain's multi-colored enameled tiles, which were hidden beneath a stone-colored wash, have been renovated.

In the Rivoli section, the 17th-century apartment blocks in the Rue de l'Arbre-Sec have been refurbished to provide social housing.

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