

RETAIL

Le Bon March Rive Gauche celebrates 170th anniversary

September 1, 2022



From Sep. 2 to Dec. 30, theater fans can partake in an immersive experience. Image courtesy of LVMH

By LUXURY DAILY NEWS SERVICE

Le Bon March Rive Gauche is commemorating a milestone with an artful experience.

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From Sep. 2 to Dec. 30, theater fans can partake in an immersive experience that ties a well-known novel with a must-see show. The Paris department store will host the activation, a play, after-hours at the iconic Rive Gauche location.

Joyeux anniversaire

Le Bon March is raising the curtain and the bar for anniversary celebrations of a well-rounded caliber, as it invites shoppers to witness its new production.

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A post shared by Le Bon Marche Rive Gauche (@lebonmarche..

The play's origins lie in French author mile Zola's book "Au Bonheur des Dames," or "The Ladies' Paradise." The book was set at the department store named in its title which, at the time of the text's conception in the mid-nineteenth century, was an innovative affair as far as retail sales were concerned.

Paris' Le Bon March is widely considered to be the world's first department store, making the play's plot, complete with a mystery at its center, particularly fitting.

An original idea of the retailer, "Au Bonheur des Dames" includes its origin novel's 30 characters, spanning two hours. The production was penned by French screenwriter Toni Avenard and led by French stage director and founder of Crumble Production Juliette Colin.

The family-friendly function is open to all but especially enjoyable for ages 12 and up.

As shopping centers continue to experience a decline in sales ([see story](#)), positioning the retail center not only as a center for commerce, but one that fosters community, Le Bon March is smart to bring their branded hub into the 21st century.

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