

RETAIL

Printemps positions itself on Wall Street with forthcoming location

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Printemps is opening a new store in the city that never sleeps. Image credit: Printemps

By LUXURY DAILY NEWS SERVICE

French luxury retailer **Printemps** has announced the opening of a brand new store in New York.

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The New York location will be the European brand's first U.S. initiative. The store will open in a 50-story landmark building at One Wall Street and will be situated in the financial district of Manhattan.

"The US is essential in our international development strategy and opening in New York offers high visibility and growth potential," said Jean-Marc Bellaiche, CEO of Printemps Groupe, in a statement.

"We think we can bring something unique, both to its engaged local consumer base and the strong tourist flows the city welcomes," he said.

"It is also a strategic ecommerce market for luxury, fashion, home, and beauty."

Bonjour, Wall Street

For the French luxury brand's venture into the North American market, the department store has tapped seasoned executive Laura Lendrum as the CEO of Printemps America, Inc. Because of Ms. Lendrum's previous expertise as a president for Saint Laurent, Gucci and Ralph Lauren, she is incredibly qualified to support the new strategic initiative.

[View this post on Instagram](#)

A post shared by Printemps (@printemps)

An image of handbags available at French luxury retailer Printemps

Over 150 years ago, Printemps opened in Boulevard Haussmann, an elegant neighborhood that was still in a state of flux. Now, the department store is eyeing the iconic and dynamic area of Wall Street, given its dual appeal to both tourists and locals.

The brand transformation mirrors the department store's origin story. The store's location will be 54,365 square feet and is forecasted to open in spring of 2024.

Printemps is not the only luxury brand that's searching for the absolute best talent to add to its team. British online retailer Matchesfashion named former Printemps president and CEO Paolo De Cesare as its new chief executive officer in 2021 ([see story](#)).

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