

FRAGRANCE AND PERSONAL CARE

Celine debuts dedicated fragrance destination in Le Bon March

March 1, 2023



The space features design inputs from house creative director Hedi Slimane, who worked to customize Celine's latest shop-in-shop. Image credit: Celine

By LUXURY DAILY NEWS SERVICE

French fashion house **Celine** is sharing news of the brand's first standalone department store fragrance stop.

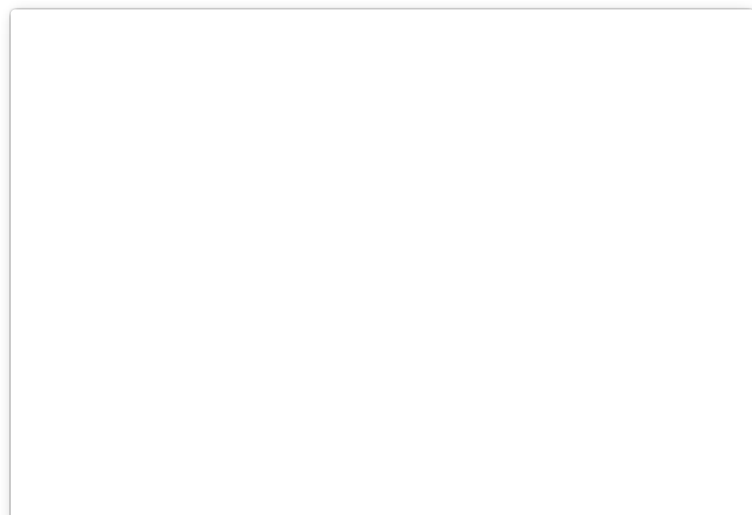
Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The newly-established entity has arrived at Le Bon March's 24 Rue de Sèvres location. Featuring input from house creative director Hedi Slimane, who worked to customize Celine's latest shop-in-shop, the opening makes for a milestone in the fragrance collection's four-year history.

Olfactory opening

Launched amid Le Bon March's 3,000-square-foot ground floor beauty and wellness hub, the space mirrors Celine's modern approach to retail interiors in layout and design.

Mixed marble slabs line surfaces, while wooden accents, glass-encased items and the line's signature golden liquids add to the ambiance, now on view for shoppers and social media scrollers alike.



[View this post on Instagram](#)

A post shared by CELINE (@celine)

After prior perfume pop-ups at Le Bon Marché, the department store base joins the brand's only other fragrance destination.

The more permanent installation mirrors its predecessor.

Celine took the leap last year by establishing an inaugural address at 390 Rue Saint-Honoré, the first to solely stock perfume. The roughly 1400-square-foot showroom marked the brand's first haute parfumerie.

The French fashion house would go on to open a space stocking women's accessories and leather goods in close proximity next door – though the two are connected by a thruway, the pair tout autonomous entrances.



Celine's first standalone fragrance store can be found at 390 Rue Saint-Honoré, in Paris' first arrondissement. Image credit: Celine

Celine's fragrance collection was introduced in 2019 ([see story](#)). The line includes eau de parfums, which retail for \$280, in addition to travel sprays and candles, priced at \$255 and \$110, respectively.

Besides the new shop-in-shop at the LVMH sister retailer, and its own independent perfume boutique, scents are sold via the brand's online domain, as well as at select Celine stores worldwide.