

FRAGRANCE AND PERSONAL CARE

Officine Universelle Buly unveils concept shop in historic city of Kobe

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The new storefront serves coffee and houses cosmetics. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French personal care brand **Officine Universelle Buly** is establishing a retail footprint in Japan.

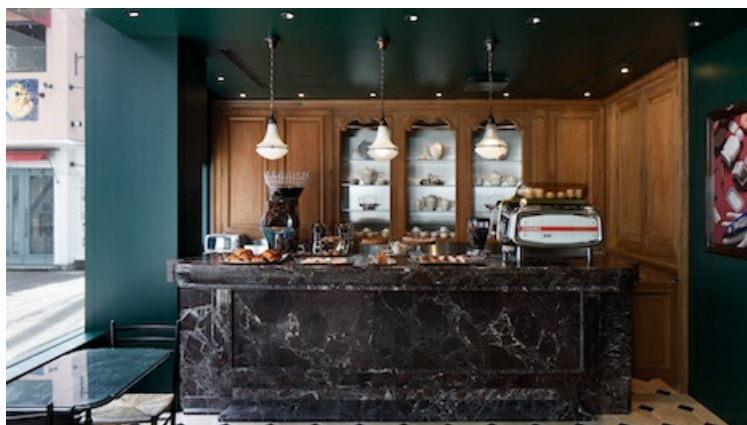
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The fragrance operation is opening the doors of a new boutique which, besides official products, sells coffee and sweets and features interiors inspired by Kobe beef, a food native to the region of the shop's residence. Dubbed "Caf de l'Officine Universelle Buly," the space's unique interiors and olfactory offerings combine local influences with a French-infused cafe experience.

Food and fragrance

French luxury conglomerate LVMH acquired Officine Universelle Buly in 2021 ([see story](#)) its latest project marks a definitive next step in the fragrance label's storied expansion ([see story](#)).

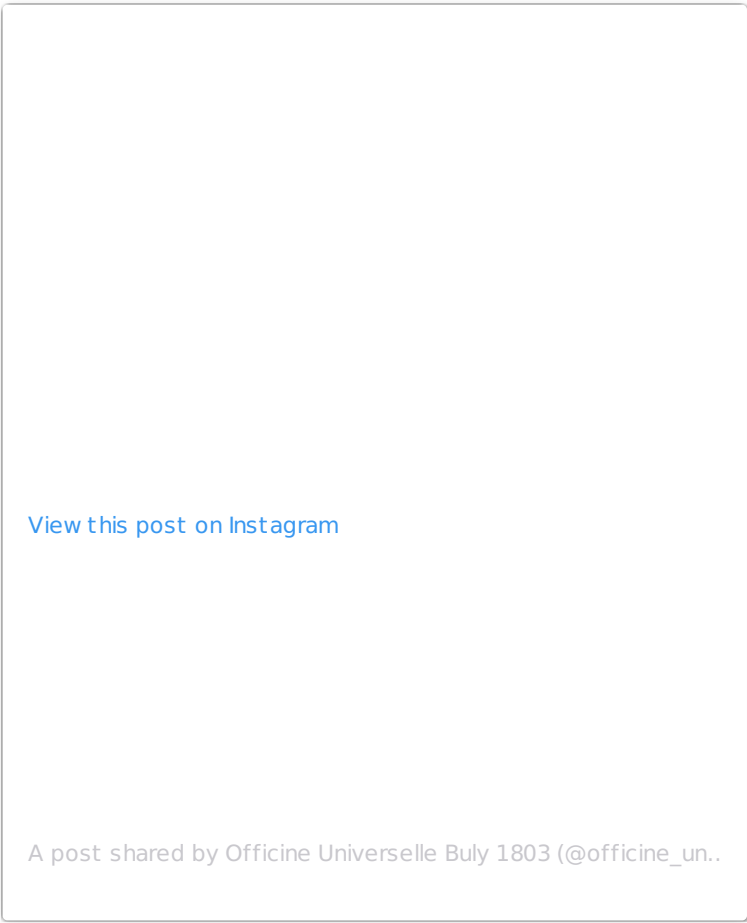
Similar to the brand's concept in Paris' Marais district, customers can enjoy French pastries and coffee at Officine Universelle Buly's newest storefront, in a setting that aims to merge "best-of" body products with regional heritage.



The space's unique interiors and olfactory offerings combine local influences with a French-infused cafe experience. Image credit: Officine Universelle Buly

According to the company, the paintings and shellac installed throughout "Caf de l'Officine Universelle Buly" were completed by a Japanese artist.

The cafe-and-cosmetics center's facade arrives in emerald green, while the interiors are covered in a marbled frieze inspired by Kobe beef.



A swirling pink-and-white pattern is featured against the gloss of lacquered Burgundy cabinets and walnut, elm and oak floor-to-ceiling shelving.

Visitors can partake in European treats, Japanese delicacies and curated creams and fragrance scents each day from 11 a.m. to 8 p.m. local time.