

RETAIL

France's Champs-lyses now home to largest Saint Laurent store

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The four-floor boutique sees the brand introducing an entirely new design concept. Image courtesy of Saint Laurent

By LUXURY DAILY NEWS SERVICE

French fashion house Saint Laurent is introducing a multilevel shopping destination in Paris.

Stocked with men's and women's ready-to-wear items, shoes, accessories, handbags and fine jewelry, doors to the brand's largest flagship yet opened on Dec. 9. The boutique is home to modern luxury design concepts, bringing one of the founder's hopes to fruition.

"I wanted to realize one of Yves Saint Laurent's wishes when he arrived in Paris and said he wanted his name to be written in fiery letters on the Champs-lyses," said Anthony Vaccarello, creative director at [Saint Laurent](#), in a statement.

Contemporary concepts

At 123 Avenue des Champs-lyses, a centuries-old building houses four floors of retail space.

The restoration of the location's Haussmannian-style facade recalls the past while, inside, Mr. Vaccarello has installed an entirely new design concept, the luxury label shares.



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Interiors and illuminated decorative features positioned within the store draw on contemporary aesthetics, encouraging a discovery of what is new and a celebration of the original architectural structure.

Visitors can find raw materials, rough textures, fine detailing, winding staircases and marble displays throughout, the details framing the assortment.

Art plays a central role in the showroom, the foyer brought together with a neon sculpture installation from Welsh artist Cerith Wyn Evans.



The boutique is brought together with a neon sculpture installation from Welsh artist Cerith Wyn Evans. Image courtesy of Saint Laurent

Furniture pieces from American artist Donald Judd which showcase the designer's minimalistic approach are sprinkled throughout, matching the surroundings. A private garden is also available to guests.

Saint Laurent Champs-lyses offers clients a curated range of collections, from clothing to fine jewelry, the latter being a fresh category for the house ([see story](#)).

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