

RETAIL

# Galleries Lafayette lands first Patou boutique to hit Paris

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*The brand's signature pink is spread across the second-floor store. Image credit: Patou*

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By LUXURY DAILY NEWS SERVICE

LVMH-owned luxury label **Patou** is showing off a new shop-in-shop in Paris.

The brand's very first boutique in France, situated within French department store Galleries Lafayette's Haussmann location, is now welcoming customers. The 730-square-foot second-floor space houses an array of ready-to-wear and accessories, including Patou's fall/winter 2024 collection.

## **Welcome to Paris**

Open Monday through Saturday from 10 a.m. to 8:30 p.m. and Sunday from 10 a.m. to 8 p.m., Patou's latest reveal shares the same level as other womenswear collections at Galleries Lafayette.

Placed amongst luxury peers, the 109-year-old name presents an "easy and sophisticated wardrobe to embody Parisian chic." Contemporary design touches add elements of joy, wit and femininity throughout.



*The full range of ready-to-wear and accessories will now be sold at Patou's Paris boutique. Image credit: Patou*

Patou's Paris emporium sports signature pink interiors while neutral tones such as gray and beige accent the rosy hues.

Like all locations, sustainable and organic textures add further contrast, from recycled materials to natural wood and carpets made from circular fabrics.

The combination is present throughout the company's retail network, present inside of its commercial stops worldwide. It can also be found upon apparel signatures being sold within the store.

At Galeries Lafayette Haussmann, selects from an upcoming spring/summer 2024 drop are included. Patou's sales move comes after a year of luxury players opting for elaborate openings in outlets and malls ([see story](#)).

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