

RETAIL

Saint Laurent turns page in Paris with bookstore opening

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Conceived by creative director Anthony Vaccarello, Saint Laurent Babylone stocks the brand's lifestyle collections, also serving as an event hub. Image credit: Saint Laurent

By LUXURY DAILY NEWS SERVICE

French fashion house **Saint Laurent** has transformed a former retail destination into what it is now calling a cultural center.

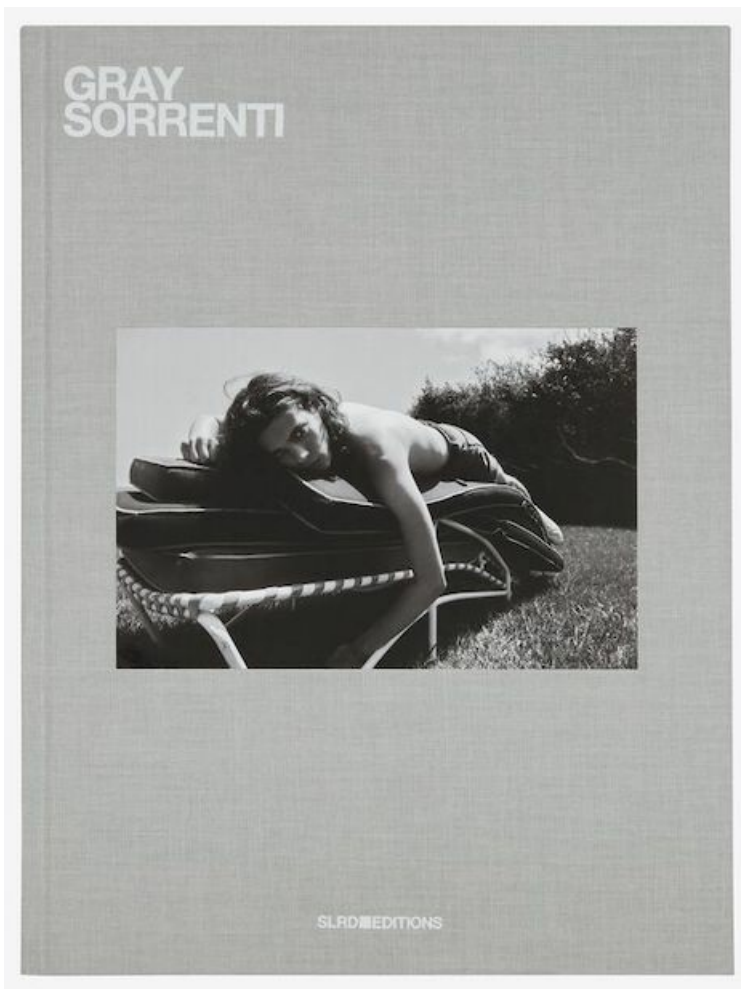
Soft launched this month, a new bookstore conceived by creative director Anthony Vaccarello has landed in Paris. Saint Laurent Babylone additionally serves as an events hub and stocks lifestyle collections imagined under the artistic leader, replacing the brand's existing boutique originally dedicated to apparel and accessories.

Ode to the past

With the project, the label returns to an area of historic significance to the company.

Founder Yves Saint Laurent and partner Pierre Berg migrated to Sevres-Babylone shortly after the French designer had, in 1966, established his fashion enterprise's first ready-to-wear boutique in the neighborhood.

Situated at 9 Grenelle Street, the bookstore is named after this left bank location. It draws design cues from the maison's original shop, honoring Saint Laurent's history and culture with modern finishes.



Saint Laurent Editions, the brand's in-house publishing unit, has launched limited-edition art books since 2019. Image credit: Saint Laurent

Inside the space, a wide selection of books, art and music curated by Mr. Vaccarello can be found. The venue also serves as an event space for DJ performances, author signings, public readings and more.

Its inventory includes rare finds, such as out-of-print music recordings and reads, "subversive publications" and Saint Laurent Rive Droite (SLRD) Editions.

Now open, Saint Laurent Babylone operates from 11:00 a.m. to 7:00 p.m. Wednesday through Saturday and from noon to 7:00 p.m. on Sundays. It remains closed on Mondays and Tuesdays.

Saint Laurent recently opened up a new multilevel flagship store on the city's famed Champs-lyses ([see story](#)).

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