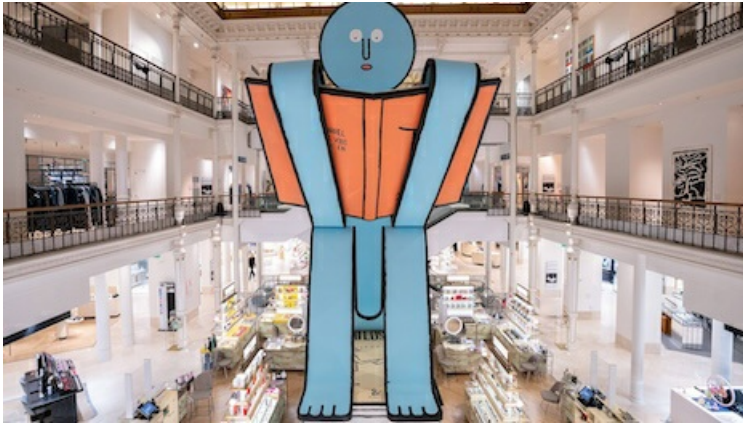


RETAIL

# Le Bon Marché Rive Gauche begins book-themed exhibition

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The event space spans two floors. Image credit: LVMH/DR

By LUXURY DAILY NEWS SERVICE

LVMH-owned department store **Le Bon Marché Rive Gauche** in Paris is turning the page with a new activation.

Beginning this week, guests will be able to step into a book-themed space, celebrating all things literary through a variety of collaborations and exclusive product drops. Titled "Mise en Page," it was created in partnership with Sarah Andelman, the publisher of Just An Idea Books and former creative director of Paris-based concept boutique Colette.

## New edition

The 172-year-old luxury retailer is paying homage to the written word, platforming "a deep dive into the bottomless sources of inspiration found in books."

Bringing visitors into a world of ink and paper, the activation spans two floors, each showcasing publications from around the globe surrounded by an all-encompassing, baby-blue color palette. Each section is brought together by the work of French graphic designer and illustrator Jean Jullien.

His characters appear throughout the establishment, including a massive, sculptural placement visible from nearly the entire store.



The department store's window displays have also been updated to fit the ongoing activation. Image credit: Le Bon Marché Rive Gauche

On the ground floor, a selection of books curated by Ms. Andelman range from seasonal essentials to exclusive releases. Products from New York bookstores The Strand and Pillow-Cat Books, Tokyo's Cow Books, Paris' Shakespeare & Co. and Oakland, California's Book/Shop are also set on the first story.

The second floor platforms publications from Ms. Andelman's company, including five new releases, in a setting called "Just an Idea Books and Friends."

An eclectic series of products are on sale as a part of the collaboration as well, including coffee beans, teas, pens, bookends, skateboard decks, homewares and apparel.

"Mise en Page" will remain operational until April 21, 2024. More events are upcoming during this period, including book signings, readings, and conversations with authors and other creatives.

French fashion house Saint Laurent also recently uplifted the written word, refitting an existing boutique into a new bookstore conceived by creative director Anthony Vaccarello ([see story](#)).

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