

RETAIL

Lalique reopens Paris flagship with new look

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The Rue Royale location has served as the brand's flagship since 1935. Image courtesy of Lalique

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

The French crystal maker Lalique is celebrating its 90th anniversary.

Last week, the brand unveiled its reimaged 162-square-foot flagship at 11 Rue Royale in Paris. The initiative, spearheaded by Marc Larminaux, pays homage to brand founder Ren Lalique, who left Place Vendome for the Rue Royale location in 1935.

"Our Lalique setting on Rue Royale symbolizes a return to our roots, but also a projection into the future," said Mr. Larminaux, artistic and creative director at [Lalique](#), in a statement.

"We wanted the poetry of Ren Lalique to resonate here in a contemporary language: one of light, material and emotion."

Sparkling touch

In the store's entryway, an installation featuring 60 crystal swallows, symbolizing freedom and rebirth, welcomes guests.



Crystal swallows are a recurring motif in the boutique. Image courtesy of Lalique

For the space, the brand mixed a variety of materials, including red walnut wood, Jadore quartzite, terrazzo and brass accents. The light-filled floor is enhanced with a series of strategic arches featuring a Laurel emblem.

The store's floorspace includes a floral dahlia print, which acted as a recurrent source of inspiration for the brand's founder. The boutique includes seven distinctive spaces, which highlight the breadth of the brand's business.

The Boudoir space highlights the brand's jewelry line and spotlights the iconic Cabochon ring, while the Winter Garden spotlights standout pieces such as the Orgue, Perles and Cactus Table. The Vanity section showcases an assortment of perfumes.

The Library reveals the brand's contemporary collection, and the Cabinet of Curiosities provides the backdrop for an assortment of one-of-a-kind pieces. In the Lalique Interior Design Studio Atelier, shoppers can commission bespoke pieces and discover house codes through sketches.

Meanwhile, The Bar fuses Art Nouveau and Art Deco, and introduces guests to the brand's culinary offerings. In October, the brand collaborated with Sire Spirits, the beverage brand founded by American rapper, actor and television producer Curtis Jackson, known best by the stage name 50 Cent, to create a limited-edition alcohol encased in a custom, crystal bottle ([see story](#)).

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