

SHOP

To shop in Paris is to daydream and wander, simultaneously searching for nothing in particular yet everything you ever wanted. From the eclectic offerings at Colette to the bold lifestyle concepts at Merci, these venues inspire ideas and creativity (and ensure the discovery of pieces that could only have been found in Paris).



L'Eclaireur at rue de Sévigné



Colette

213, rue Saint-Honoré

location: 2nd Arrondissement

t: +33 (0) 1 55 35 33 90

www.colette.fr

Filled with fearlessly high heels, luxury gadgets, an exclusive line of nearly extinct Polaroid film, coke bottles customized by singer Mika and designer Karl Lagerfeld, Japanese graphic art, or an album of experimental German rock, this boutique attracts a cool crowd of designers, musicians, and fashion elite. From Forget Me Not scarves and Andrea Crews tracksuits (to be worn with heels, not sneakers), to the latest Rodarte dresses handmade of silk, leather, and wool, there is not a more provocative place to go for funky findings and unusual treasures. Men can browse through Thom Brown nylon parkas or the elegant French-Swedish sports line by Ron Dorff, infused with clean Scandinavian functionality. Downstairs is the *Water Bar*, which serves – along with menu items like the soufflé d'aubergines or a traditional club sandwich – more than 80 different types of bottled water from around the world.



L'Eclaireur

40, rue de Sévigné

location: 3rd Arrondissement

t: +33 (0) 1 48 87 10 22

www.leclaireur.com

L'Eclaireur – which values exploration and discovery above overt retail promotion – encourages guests to wander, search, and think. Many consider this the most unadulterated of the Paris concept stores; the shop on rue Hérold, for instance, is located off a back alleyway. Once inside, guests find that not all merchandise is displayed; much is hidden in a secret room that can be unlocked upon inquiry. One never knows what owners/connoisseurs Armand and Martine Hadida will surprise with next: a birdcage chandelier, wall screens composed of wood, cartons, and aluminum, a military jacket by Balmain, a quilted blue Lanvin bag, porcelain cup and saucers by Fornasetti, a Gustavo Lins leather waistcoat, a Microsoft table touch, or a mermaid sculpture. The unveiling of a Philippe Starck-designed store at the Royal Monceau more recently cemented L'Eclaireur's reputation as a true avant-garde experience.