Icicle to open second store in central Paris

By Dominique Muret - February 17, 2022

Icicle is going places in Paris. The Chinese ready-to-wear label founded in 1997 by Ye Shou Zeng and his wife Tao Xiao Ma with an “eco-sympathetic” philosophy, is set to open a new, prestigious address in the French capital. The 226 m2 store on three levels is located at 50 rue du Faubourg Saint Honoré, not far from the Hermès flagship.

Icicle's new premises, home also to the label’s offices, sit next to the Leonard and Salvatore Ferragamo stores, and were previously occupied by Ermenegildo Zegna. The interior design has been curated by Belgian architect Bernard Dubois, who also worked on the avenue George V store, the first opened in Paris by Icicle - it too in the heart of the city - back in 1999.

The décor has a minimalist feel, with its sinuous forms and pared-down lines, opting for high-grade, sustainably sourced natural materials enhanced by brushed bronze and lacquered wood details. The new store will showcase Icicle’s women’s, men’s and accessories collections.

In addition to the two stores, Icicle’s Parisian presence consists of a 50 m2 womenswear shop-in-shop at the Galeries Lafayette’s Haussmann branch, opened in 2021, and a womenswear concession opened earlier this year at Le Bon Marché. Besides its four European addresses, Icicle currently operates 270 stores in 100 cities in China.
The Shanghai ICCF Group (Icicle Carven China France), which also owns French label Carven, generated a revenue of €334 million in 2020 and, despite the pandemic, it managed to grow by 12% over 2019. The group also operates three factories and a logistics hub, and employs 2,700 people, of whom 60 in Paris.

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