Lemaire opens its first accessories store

By Olivier Guyot - May 2, 2022

The large windows of the new Lemaire boutique, located under the arches of Place des Vosges, directly overlook the landmark garden. The French brand, led by Sarah Linh Tran and Christophe Lemaire, has opened the doors of its 30-square-meter store dedicated to its range of accessories. The shop, designed in collaboration with Italian architect Francesca Torzo, displays Lemaire’s small leather goods, shoes, jewelry (including those from its Seeds line) and of course its crescent bags (a third size, medium, will soon be launched) and its iconic unisex Camera bag.

The space, formerly a doctor's office, has been remodeled with small white terracotta tiles that interplay between smooth and granulated textures, and features a layout that allows the customers to view the products from all angles.
The boutique is adjacent to the brand's four-story headquarters, which the 70-person team (HR, sales, studio, marketing amongst others) transferred into last year.

The Lemaire label, headed by Catherine Jacquet, has its flagship store on Rue de Poitou and a shop-in-shop at Galeries Lafayette Haussmann in Paris. Overseas, the brand is sold at a pop-up store with the Skwat collective in Tokyo’s Aoyama district and at Dover Street Market, as well as in shop-in-shops in Hyundai and Shinsegae department stores in South Korea. In China, the brand is available at Galeries Lafayette in Beijing and Shanghai and at Dover Street Market in Beijing.
The fashion brand, which was founded in 1990 and whose equity is shared between the creative directors and the Japanese group Fast Retailing, posted a turnover of more than 26 million euros in its fiscal year that closed on March 2021, an increase of more than 50% year-on-year.

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