

STELLA MCCARTNEY

Stella McCartney opens store in Paris

November 2008, Stella McCartney opens her first store in Paris, located in the heart of the Jardins du Palais Royal at 114-121 Galerie de Valois. The store will reflect an intimate, personal and architectural atmosphere to house the Stella McCartney collections. Simple material combinations, sculpturally contrasted with a unique play on spacing, have been used in Stella's signature style combination of sharpness and femininity.

Eight windows facing out onto the Palais Royal arcade and tree-lined square create an inviting entrance and a daybed in fabric and brass providing focus to this richly decorated space. Oval brass sculptures creating a rainfall backdrop will be used to display accessories. The two-pile depth dark colored carpet and glossy marble floor accentuate the sense of luxury.

The 150 square meter wall space is covered in sweeping curved maple veneer with lacquer tray inserts and pull out shelves. The two large dressing rooms are clad in rich, hand decorated fabric, embellished with crystals and bronze handmade hooks.

The new design expands Stella McCartney's usual range of materials, which is complimented by her feminine color palette of dirty, pale pinks and natural whites, with accents of vivid blue and eye catching yellow.

Stella McCartney launched her own fashion house under her name in 2001 in a joint venture with Gucci Group. A lifelong vegetarian, Stella McCartney does not use any leather or fur in her designs. The brand's luxury women's ready-to-wear, shoes, bags, fragrances, eyewear, accessories, organic skin care ranges and performance range with adidas are also available through its other flagship stores including London, NY, Los Angeles, Moscow, Shanghai, Tokyo, Beijing, Hong Kong, and Singapore as well around 600 wholesale accounts in key cities worldwide.

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Store fact sheet

Location	114-121 Galerie de Valois Jardins du Palais Royal Paris 75001 T: 01 47 03 0380 www.stellamccartney.com
Retail Space	150 square meters on ground floor.
Lines Carried	Ready to wear Accessories Lingerie Fragrances CARE by Stella McCartney (Organic Skincare)
Features	Eight windows face out onto the Palais Royal arcade and garden. Walls decorated with Japanese ash wood edged in fine brass lines with small areas featuring detailed drawings. Dark Grey Carpet of two pile depths with Bronze Arman marble floors areas inset into floor. Lacquer tray inserts and pull out shelves to display folded items and accessories. Marble and brass plinths for showcasing products. Ceramics bowls in glazes of cream white, bright yellow and bright blue inlaid in veneer walls and placed on plinths as art installations to display products. Three brass "Rain" sculptures. Brass edges free standing mirrors. Amethyst display in fragrance area. Two changing rooms.
Materials	Sustainable Japanese Ash veneer Natural Lacquer Brass Ceramics Marble
Architects	APA



