

KATE SPADE NEW YORK

RUE SAINT-HONORÉ, PARIS

Design: Househam Henderson;
Portview Fit-Out
Store opening: June 2017
Store size: 185 sq m

Rue Saint-Honoré in Paris has welcomed a new flagship from US fashion brand Kate Spade New York, marking the brand's first specialty store in the French market. The flagship follows the retailer's Regent Street store opening in London last year.

The iconic store location will showcase the world of Kate Spade New York in its most sophisticated and elegant expression. Located at 418 Rue Saint-Honoré, the 185 sq m store offers multiple product categories, including handbags, ready-to-wear, fashion accessories, small leather goods, jewellery, watches, shoes and eyewear.

'It's incredibly exciting to be opening a store in Paris,' says Deborah Lloyd, chief creative officer of Kate Spade & Company. 'Paris is a global fashion and shopping destination with a rich design heritage. As an American brand with a global sensibility, we are looking forward to introducing the full breadth of the Kate Spade New York lifestyle offerings to new and existing brand fans.'

The design of the flagship embraces mid-century modern influences while maintaining the authentic aesthetic of the neighbourhood. The store's two-level facade was inspired by a traditional Parisian shopfront, incorporating painted wood and dark stone accents. Furniture from the retailer's home collection is blended into the overall store design, allowing customers to immerse themselves in the world of Kate Spade New York.

'We are proud to open our first Kate Spade New York specialty store in Paris as we continue to establish the Kate Spade New York brand in Europe,' says Craig Leavitt, chief executive officer of Kate Spade & Company. 'We have already seen strong customer demand and brand resonance in the market with our wholesale presence, making a Paris specialty store the natural next step for Kate Spade & Company's growth.'

The brand already has specialty stores in London on Regent Street, Covent Garden, Sloane Square and Westfield, as well as Oslo, Norway, and is also available at Galeries Lafayette in Paris. **RF**



