

Black Magic

Joseph Dirand

Located in Paris's Golden Triangle, Givenchy's new flagship captures the chic essence of the fashion house to a tee. Designed by Joseph Dirand in collaboration with Givenchy's creative director, Riccardo Tisci, the interior evokes the brand's iconic black packaging, which founder Hubert de Givenchy developed for his *haute couture* collections. Spanning two floors, the 370-m² space is divided into crisp, boxy areas that Dirand says 'create a compelling experience for the customer, something that resonates on a deeper level, almost like a movie'. Underpinning the minimalist feel are graphic lines, a monochrome palette, and – a Dirand trademark – quality materials, such as marble, *ceppo* (a grey volcanic stone), black oak parquet and heavy felts. Furnishings and fittings finished in black lacquer, polished and brushed brass, and gleaming steel further enhance the store's refined ambience. — CS

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