

# PACO RABANNE

## Rue Cambon, Paris

Photography: Jean Etienne Portail

Design: Office KGDVS  
Opening date: January 2016  
Store size: 65 sq m



French fashion house Paco Rabanne has returned to the retail scene after a 14-year absence with a new store in Paris. Located just around the corner from the stylish Rue Saint Honore on Rue Cambon, the intimate boutique is the result of a collaboration with Belgian architects Office KGDVS (the firm's first international retail project).

The 65 sq m interior comprises two main retail areas at the front and the rear of the store, with a 'transition' space that is inspired by the non-ornamental architecture of Adolf Loos.

'Paco Rabanne gave us a relatively open brief with few restrictions,' says Inga Karen of Office KGDVS. 'They had an idea of what the store should feel like and

how they wanted it to function on a more practical level.'

The two main retail zones feature perforated metal walls that give a nod to the radical experiments of the eponymous designer, Paco Rabanne. The structure, which incorporates drawers, display shelves and benches, is designed to give more control over the space. And just as Rabanne's iconic metal dresses of the 1960s made a striking contrast against the skin, the aluminium walls stand out against the beautiful leather flooring, which adds a touch of warmth and softness to the interior.

'The space created is intimate, while remaining accessible, oscillating between being totally opened yet closed,' says a

spokesperson for Paco Rabanne. 'It is resolutely modern without falling in the trap of futurism.'

The brand has also collaborated with perfumer Dominique Ropion to develop a signature scent for the store.

The launch is part of Paco Rabanne's multichannel growth strategy, initiated by the arrival of artistic director, Julien Dossena in 2013. Together with the opening, the fashion house unveiled a new visual identity and a fresh website, which includes e-commerce in Europe, a link with Barneys for North America and a partnership with Farfetch covering the rest of the world.

The brand is expected to open a second store in London later this year. **Rf**



paco rabanne

