

Paris Report

April 2024

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1. Saint Laurent, Flagship Champs-Élysées

Project Overview

In December 2023, Saint Laurent unveiled its flagship store on the illustrious Champs-Élysées Boulevard, one of the world's most renowned avenues. Designed by Artistic Director Anthony Vaccarello, this sprawling boutique stands as the Maison's largest, embodying a fresh concept that mirrors the Saint Laurent aesthetic.

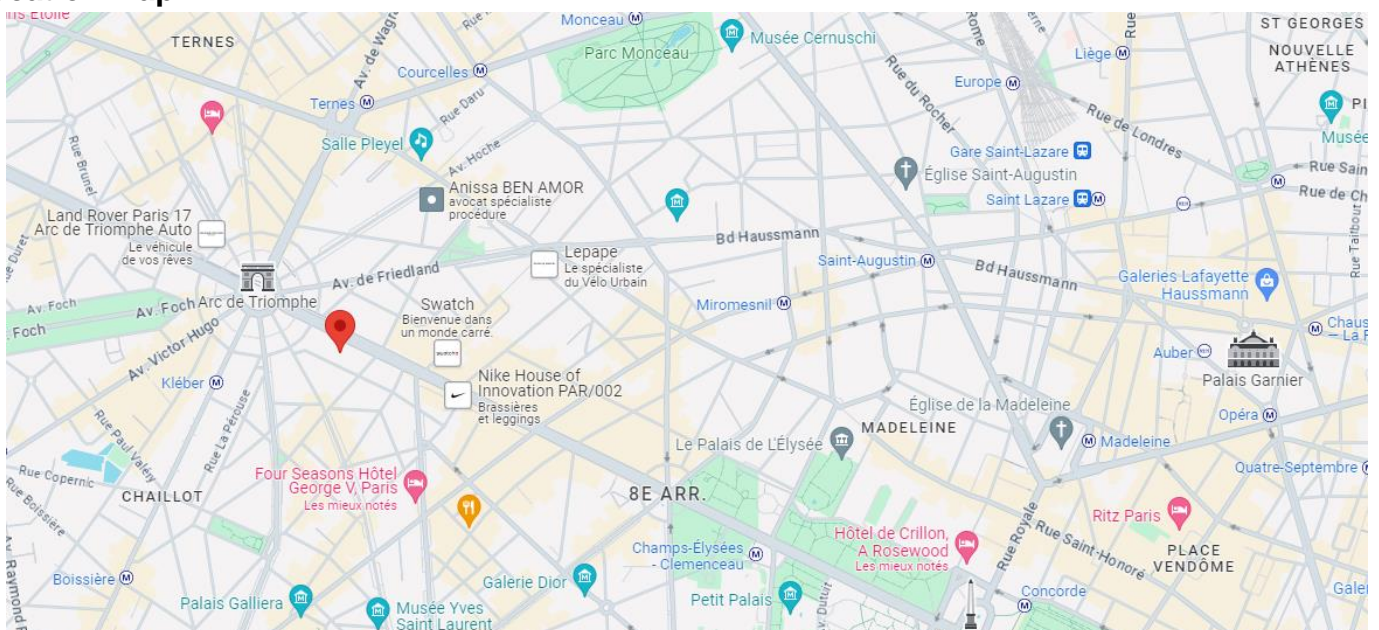
Upon entry, visitors are greeted by a grand neon artwork crafted by British artist Cerith Wyn Evans, commissioned by the Maison, setting the stage for a transformative Saint Laurent experience. Reminiscent of a contemporary art gallery, the store features furnishings by American artist Donald Judd, exuding an ambiance of modern luxury with sleek lines and monochromatic hues complemented by opulent materials like marble and brass.

The establishment of this flagship store on the Champs-Élysées Boulevard fulfills the vision of the Maison's founder, Yves Saint Laurent. In an era where e-commerce dominates fashion retail, Saint Laurent's deliberate focus on physical retail underscores its commitment to establishing a tangible connection with its clientele. By strategically selecting a location with profound cultural significance and widespread appeal, the brand underscores its dedication to fortifying its identity and fostering lasting relationships with customers. The resurgence of luxury establishments along the Champs-Élysées Boulevard signals a revival of its once-diminished stature, which had been overshadowed by the rise of fast fashion. This resurgence reaffirms the boulevard's status as a beacon of France's glamorous culture, reclaiming its authority in the realm of haute couture.

Project Details

1. Brand: Saint Laurent
2. Type of Business: Retail store
3. Open Date: 12/2023
4. Location: 123 Av des Champs-Élysées, 75008 Paris France

Location Map





Facade



Store Interior 1



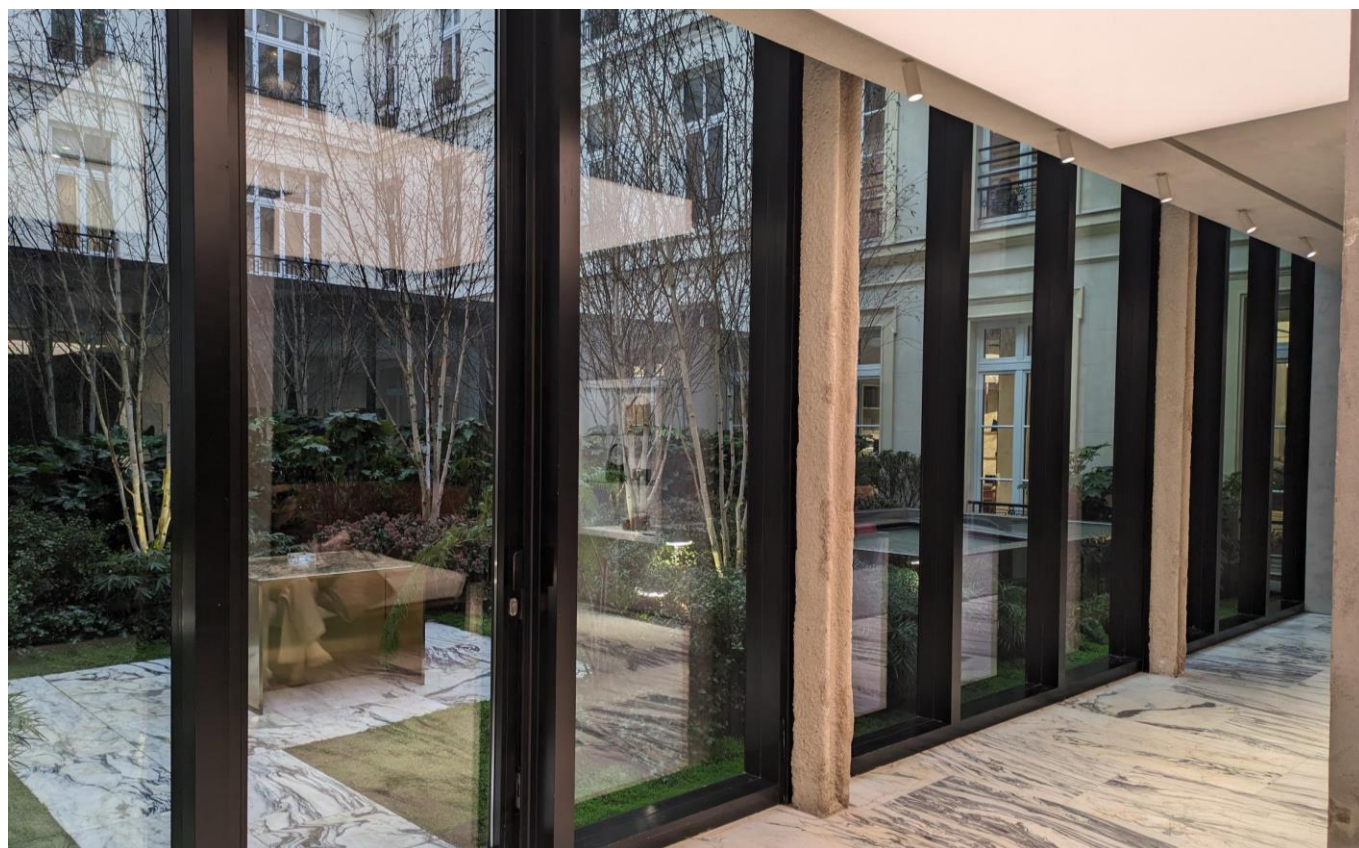
Store Interior 2



Store Interior 3



Store Interior 4



Store Interior 5

2. Adidas Arena

Project Overview

In February 2024, the Adidas Arena, an indoor stadium, opened its doors in Porte de la Chapelle, situated on the border with the city of Aubervilliers, adjacent to the northern part of Paris, following nearly four years of construction. Amidst the backdrop of the 2024 Paris Olympics and Paralympics, which have embraced the theme of "sustainability," with 95% of the competition facilities being either existing or temporary, the Adidas Arena stands out as the sole venue constructed in Paris. This state-of-the-art facility will host a range of events including badminton, rhythmic gymnastics, and weightlifting.

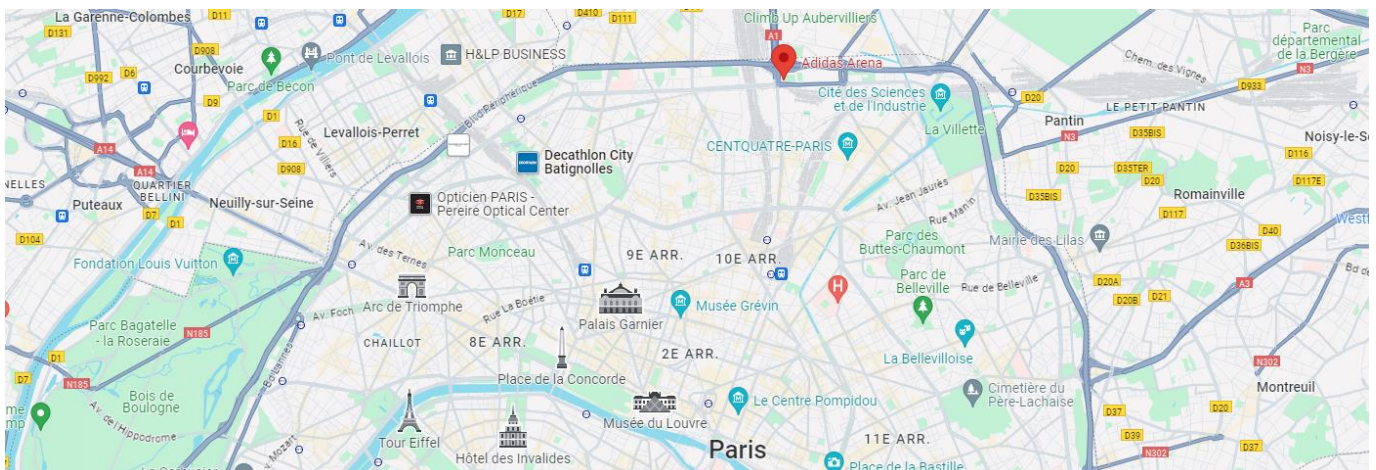
The facade of the arena is adorned with recyclable aluminum, embodying a commitment to environmental consciousness. Spanning across 20,000 square meters, the building comprises a main hall boasting 8,000 seats, along with two gymnasiums catering to local clubs and citizens. The rooftop, spanning 6,900 square meters, along with a 1,700-square-meter terrace, have been transformed into lush green spaces, offering visitors an opportunity to enjoy panoramic views of the city of Paris.

The arena is slated to serve as the home venue for the Paris Basketball Club and will host an array of events ranging from indoor competitions to concerts and e-sports tournaments. Additionally, plans are underway to add a 2,600-square-meter leisure and shopping complex, further enriching the area as a hub for sports, music, culture, and lifestyle. This vibrant space will be open to all, fostering interaction and engagement among residents and visitors alike, contributing to the dynamic fabric of the neighborhood.

Project Details

1. Brand: Adidas
2. Type of Business: Arena
3. Open Date: 02/2024
4. Location: Av du la porte de la Chapelle, 75018 Paris France
5. Size: 20000m2
6. Architect: SCAU architecture & NP2F

Location Map





Facade 1



Facade 2



Entrance



Facade 3