

Paris Report

May 2025

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1. Merci #2

Project Overview

In March 2025, Merci opened its second store on Rue de Richelieu in Paris's 1st arrondissement. Founded by the husband-and-wife duo behind the children's clothing brand Bonpoint, Merci has become one of the city's most beloved concept stores since its debut in 2009, drawing visitors from around the world with its expertly curated selection of lifestyle products spanning fashion, interior goods, and stationery.

From the beginning, the brand's identity has been rooted in sustainability and social responsibility—values that were ahead of their time. Notably, a portion of sales has always been donated to charitable causes, a philosophy that remains unchanged even after Merci was acquired by the HGD Group in 2013.

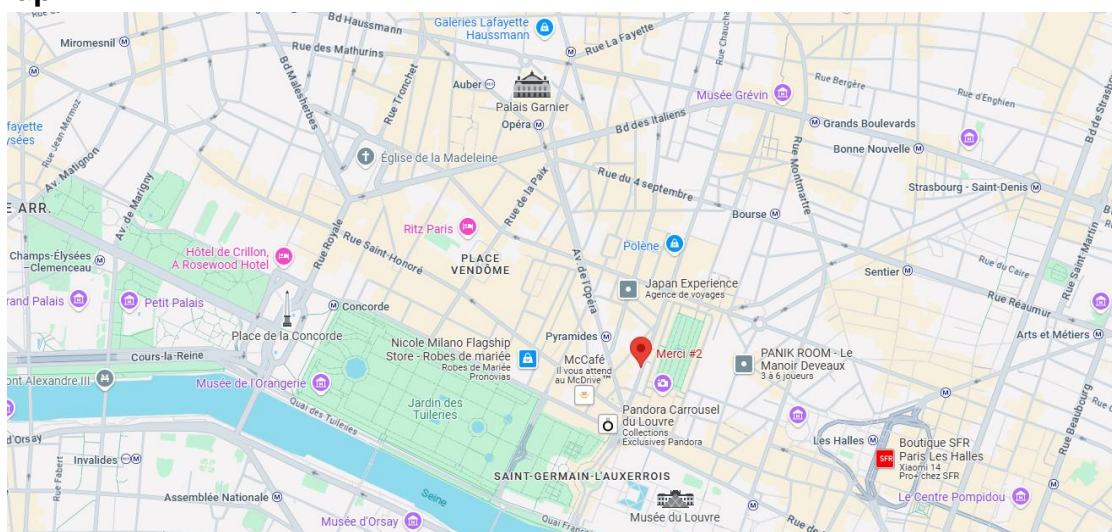
The original Merci store played a pivotal role in transforming the North Marais from a wholesale district into a vibrant neighborhood filled with fashion boutiques, cafés, and galleries. Now, more than 15 years later, the long-awaited second location has opened in the historic Palais-Royal district, housed in a former 1950s post office building. A whimsical nod to the original shop, the store features half of a red Fiat 500—the iconic symbol of Merci—on display inside.

Bathed in natural light from its glass roof, the 600-square-meter space offers the same eclectic mix of lifestyle goods as the original store. Signature Merci details—open fitting rooms, embroidered wall accents, wooden frames, and vintage carpets—add warmth and charm throughout. Original Merci items like tote bags and small goods are displayed prominently at the entrance, signaling the brand's continued expansion in this high-footfall area near the Louvre Museum, a favorite destination for tourists and locals alike.

Project Details

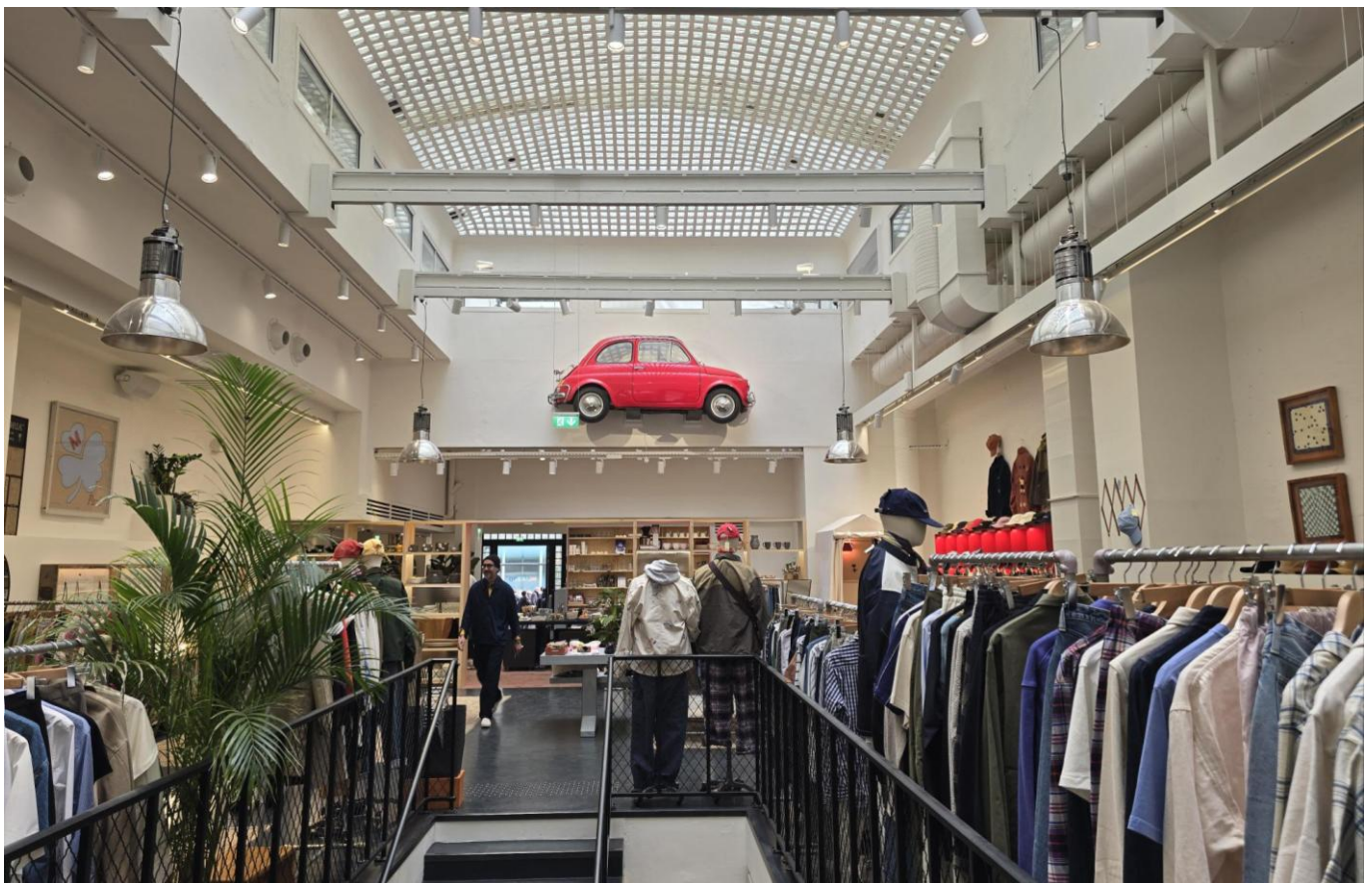
1. Brand: Merci
2. Type of Business: Concept store
3. Open Date: 03/2025
4. Location: 19 Rue de Richelieu, 75001 Paris France
5. Size: 600m2

Location Map





Facade



Store Interior 1



Store Interior 2



Store Interior 3



Store Interior 4



Store Interior 5

2. La Géode

Project Overview

In December 2024, La Géode, the iconic domed cinema in Parc de la Villette in Paris's 19th arrondissement, reopened its doors after six years of extensive renovation. With its striking 36-meter-diameter spherical structure clad in approximately 6,400 triangular metal panels, La Géode has long been a beloved landmark and symbol of the park for Parisians.

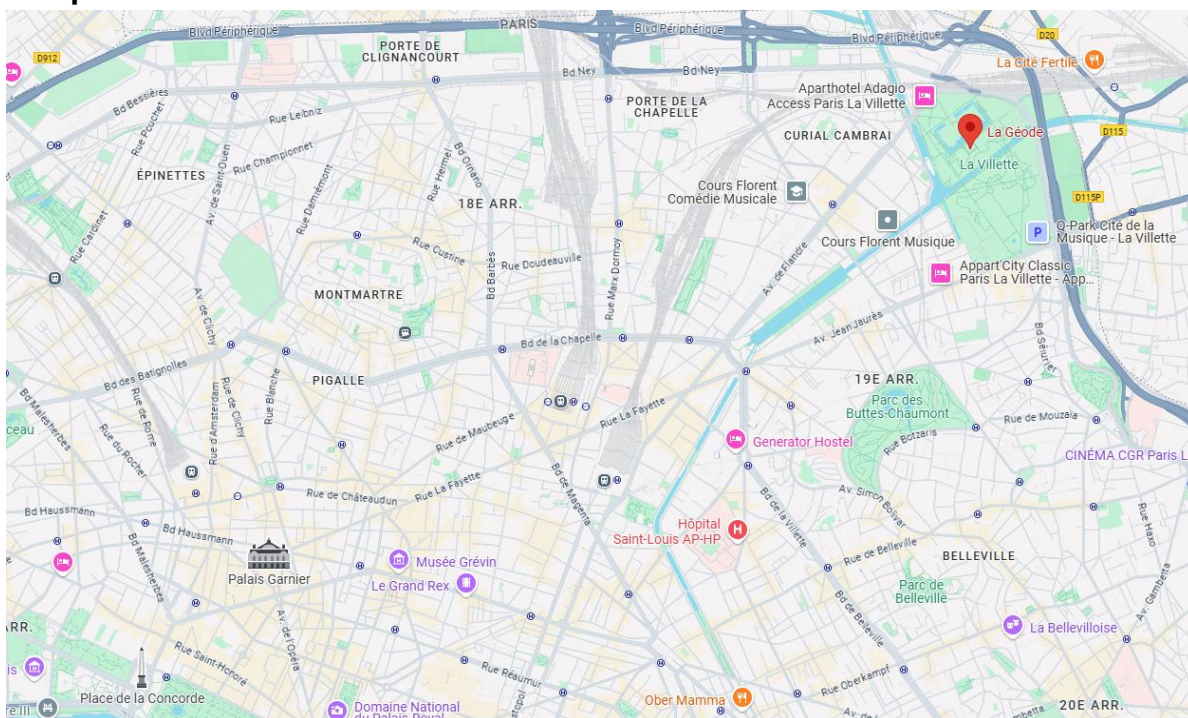
Situated within the Cité des Sciences et de l'Industrie, one of Europe's largest science museums, La Géode has traditionally offered educational programming focused on science and technology. Since 2002, it has been operated by Pathé, the renowned French film production and distribution company, which has now transformed the facility into a cutting-edge cinematic destination.

As part of the renovation, La Géode was equipped with France's first dome-format IMAX Laser 4K projector, delivering the widest color gamut available, with exceptional contrast and image clarity. In addition, an IMAX 6.0 sound system was installed, providing a fully immersive audio experience that enhances the visual impact of every screening. By merging its architectural heritage with the latest in cinematic technology, La Géode now offers more than just entertainment. It continues to serve as an educational venue, showcasing a range of documentaries, as well as films focused on nature and science, making it a unique cultural and learning hub in the heart of Paris.

Project Details

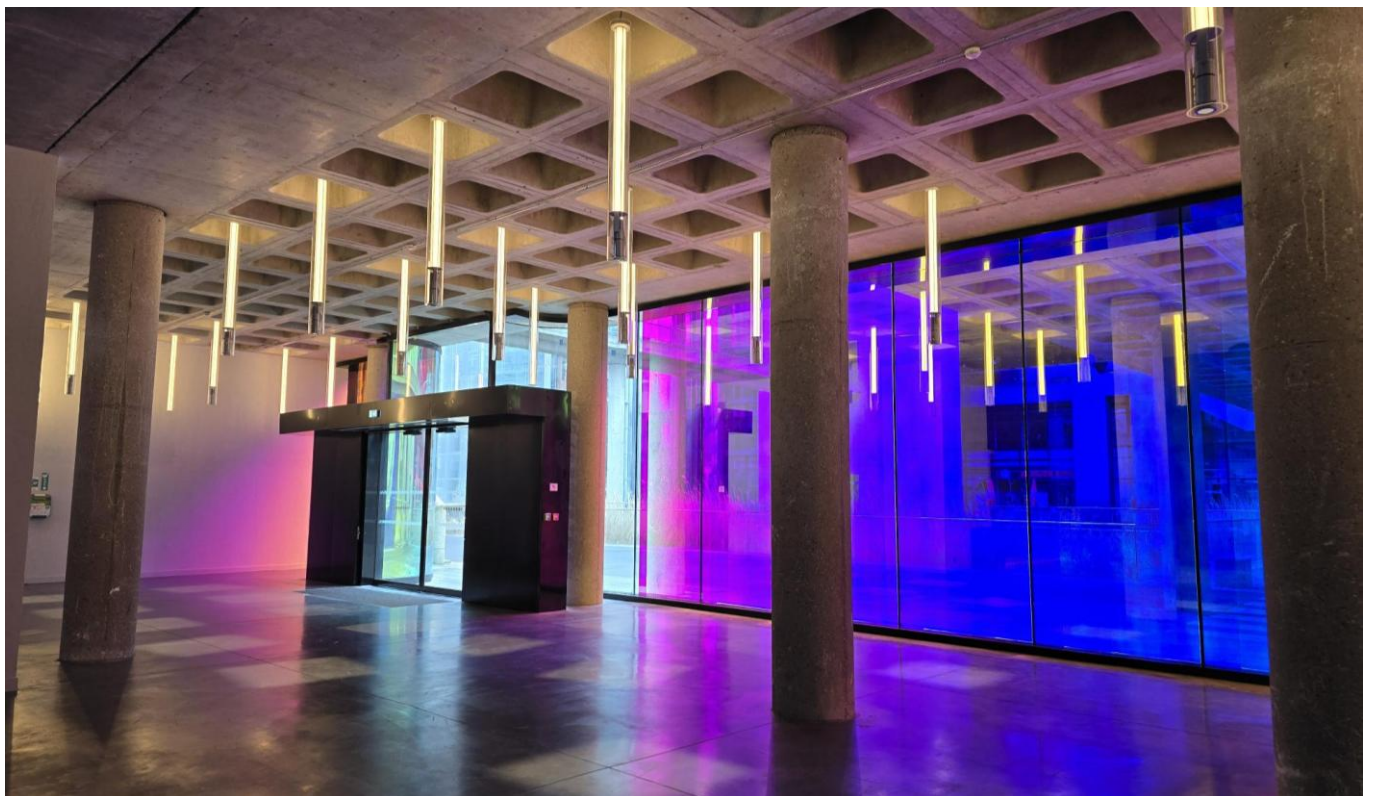
1. Brand: La Géode, Pathé
2. Type of Business: Movie theatre
3. Open Date: 12/2024
4. Location: 26 Av. Corentin Cariou, 75019 Paris France

Location Map





Facade



Inside the building 1



Inside the building 2



Inside the building 3