

Paris Report

February 2026

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1. La Venelle – Village du Réemploi Solidaire

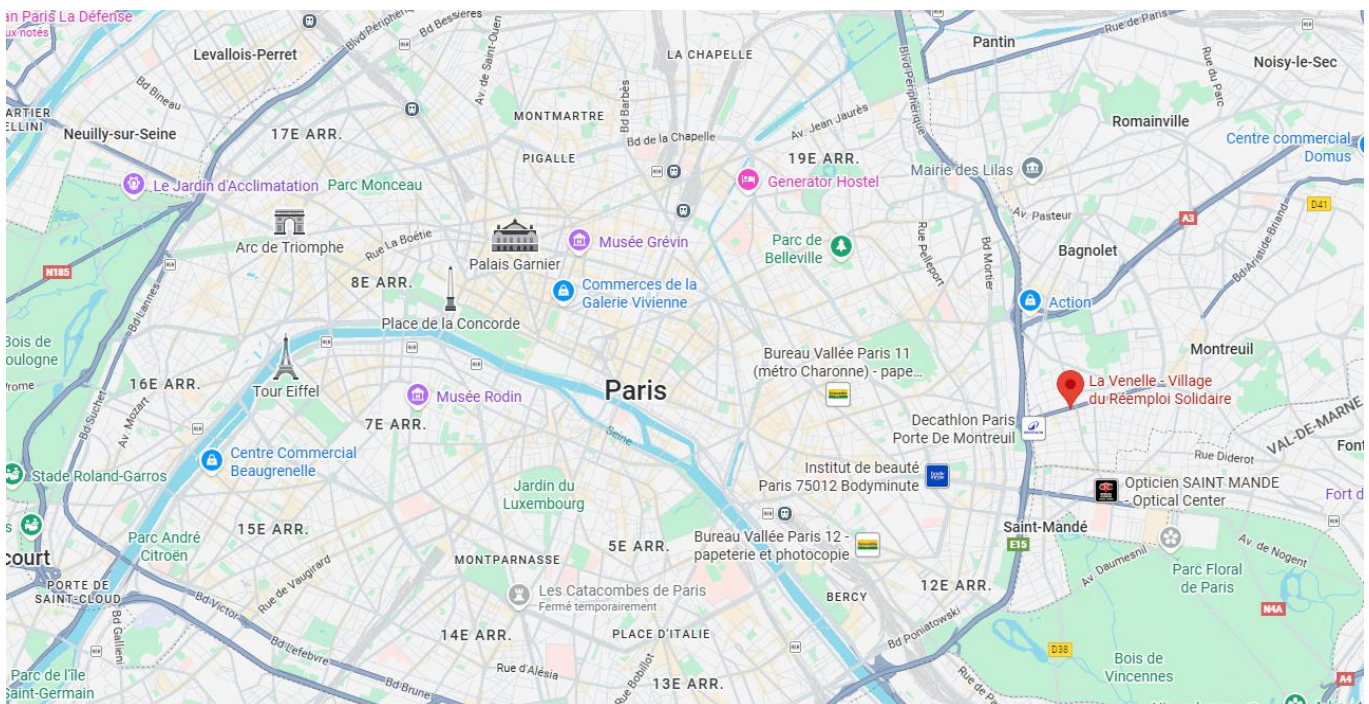
Project Overview

In September 2025, La Venelle – Village du Réemploi Solidaire (Solidarity Reuse Village) opened in Montreuil, a suburb of Paris. Conceived as an experimental community facility focused on reuse and social solidarity, La Venelle brings together eight reuse shops and a cafeteria-style restaurant, along with repair workshops, educational and awareness spaces, and shared areas that support local networks and events. The project aims to reduce waste while promoting social inclusion, drawing attention for treating the architecture itself as a “space for practicing reuse.” Rather than relying on new construction, it maximizes the use of existing buildings, temporary structures, and salvaged materials. Wood, metal components, windows, doors, and furniture recovered from demolition sites and industrial waste have been redesigned and reassembled, giving each structure a distinct character. True to its name, “Village,” the site is composed of small-scale building units loosely connected by narrow alley-like paths, or venelles. Central shared spaces and semi-outdoor courtyards host workshops, events, and dialogue, positioning architecture as a medium for human connection. La Venelle redefines architecture not as a symbol of consumption, but as infrastructure that supports regeneration and solidarity, offering a vision for a sustainable urban future.

Project Details

1. Brand: La Venelle
2. Type of Business: Social Reuse Village / Community Hub
3. Open Date: 09/2025
4. Location: 198 rue de Paris, 93100 Montreuil France
5. Size: 1800m2

Location Map





Facade



Inside the facility 1



Inside the facility 2



Inside the facility 3



Inside the facility 4



Inside the facility 5

2. Casa Loewe Montaigne

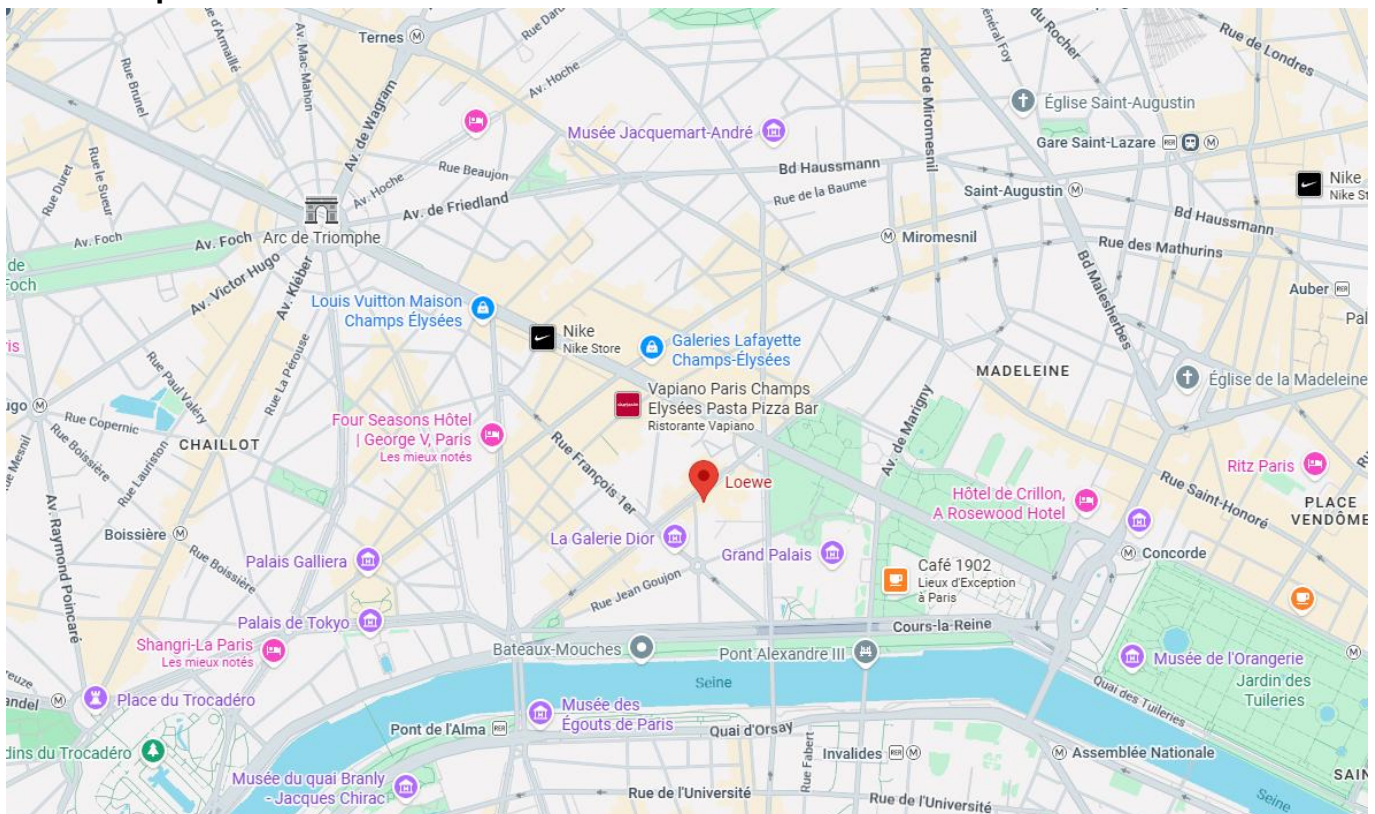
Project Overview

November 2025, France's first Casa Loewe opened on Avenue Montaigne, Paris's iconic luxury shopping street. Designed by the brand's in-house team in collaboration with architect Paula Aza Custodio, the flagship store spans approximately 582 square meters and evokes the atmosphere of an "art collector's residence." Inside, green, blue, orange, and silver ceramic tiles line the walls, changing in appearance depending on the time of day and natural light. Materials such as marble, brass, and iron create organic contrasts, resulting in a rich interplay of light and texture. Iconic 20th-century design masterpieces—including Gerrit Thomas Rietveld's Utrecht Chair, Isamu Noguchi's lighting designs, and George Nakashima's chairs—are displayed throughout the space, offering visitors a museum-like experience that reflects Loewe's craftsmanship and cultural heritage. In 2025, the brand also welcomed new creative directors, with the first collection by the American design duo Jack McCollough and Lázaro Hernández debuted at this store. Casa Loewe Montaigne, where art, design, and architecture converge, stands as a symbol of the brand's new chapter, set against the rich cultural backdrop of Paris.

Project Details

- Brand: Loewe
Type of Business: Retail shop
Open Date: 11/2025
Location: 46-48 Avenue Montaigne, 75008 Paris France
Size: 582m2

Location Map





Facade



Store Interior 1



Store Interior 2



Store Interior 3