

Bape to open first European store in Paris

By [Olivier Guyot](#) - 23 November 2017

Paris is well on its way to becoming the European centre for premium sportswear. After opening a Supreme store in 2016, another major player is getting ready to open its doors: Japanese label Bape, founded in 1993 by Nigo (Tomoaki Nagao), is soon to arrive in the French capital.



will open a store at 34 rue de la Verrerie, Paris - Instagram Bape

For the launch, the label, which has been owned by Hong Kong group IT since 2011, has partnered with the Galeries Lafayette group, which will see the store set up in one of its own retail spaces next to the BHV Homme department store, at 34 rue de la Verrerie. The store will be opening its doors at the very beginning of December. The label has been building up to the Paris opening for a week with Instagram announcements of the launch; photos of pedestrians passing by and of bicycles decorated in the brand's colours.

The Galeries Lafayette and the IT group have previously partnered on Bape, with Galeries Lafayette Beijing operating one of the label's 33 global points of sale. The label also has stores in Japan, China and Singapore, in addition to a presence in Selfridges in London.

Paris is becoming an increasingly appealing destination for streetwear labels. In the past few years, in addition to brands already present such as Starcow and Shinzo, specialists like SNS and Urban Jungle have also made themselves at home in the city of light. And, before the arrival of other brands, was American label Kith, which has hosted a number of temporary installations and returns to the city regularly.

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