Isabel Marant opens its seventh boutique in Paris

By Dominique Muret - 13 April 2022

Isabel Marant continues to expand its network of stores. After opening a boutique in Nice in 2021, the Parisian fashion house founded in 1994 by the eponymous designer is returning to Paris, where it has just opened a new point-of-sale. It now boasts 65 boutiques worldwide since its very first store opening in Paris during the late 1990s.

The 200-square-meter space is located at number 59 Rue de Seine, in the Saint-Germain-des-Prés district. It is spread across two floors and houses the company's ready-to-wear and women's accessories collections, as well as a selection of pieces by international designers.

The new store, housed in a traditional Parisian building, draws its inspiration from the seventies, mixing a retro aesthetic with intricate colorful sculptures by Arnold Goron, and a minimalist design with natural white and light tones, wooden furniture and Berber sofas, while the clothes are suspended from simple steel tubes.
Its design was overseen “by the designer and her studio in close collaboration with a team of young designers and artisans from all over Europe,” the brand said in a statement. With this new opening, Isabel Marant now has seven stores in Paris, in addition to two corners at Galerie Lafayette and Printemps.

Since the French investment fund Montefiore took control of the house since 2016, with a 51% stake, and Anouck Duranteau-Loeper’s appointment as CEO, the house has reportedly been put up for sale, according to market sources reported by Bloomberg.

The fund has mandated JPMorgan Chase & Co. to find a buyer. The information has not been confirmed by Montefiore or the house.

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