



press release

MIU MIU OPENING IN PARIS, FRANCE

Miu Miu strengthens its presence in Paris with the opening of a prestigious new boutique on the Rue du Faubourg Saint-Honoré, among the most celebrated historic thoroughfares and fashionable shopping destinations in the world.

The boutique extends over three floors, has a total surface area of approximately 540 square metres and is dedicated to the display of accessory, bag, shoe and ready-to-wear collections.

The façade of the building, constructed in typically grand Nineteenth Century French style, is characterised by three imposing glass windows through which onlookers can glimpse the atmosphere inside.

Testimony to the constant evolution of the image of Miu Miu, the iconic golden damask fabric is now created exclusively for the brand in harmonious light blue. Both ceiling and floor are in this same shade creating the effect of a monochrome box, at once intimate and contemporary.

On the ground floor, two separate entrances flag different retail experiences, one devoted principally to shoes and the other to accessories, bags and ready-to-wear. Walls are entirely covered in blue damask, punctuated by display shelves in that same material, and by floor-to-ceiling mirrors. The product is the protagonist.

Via a suspended staircase, also carpeted in light blue, visitors access the first floor, home to ready-to-wear. More damask, mirrors and steel display rails create an opulent and coherent aesthetic.

Typically Parisian period features have here been lovingly restored: delicate stucco details appear on walls and ceiling and large fireplaces overhung with framed mirrors ensure the space is unique and wholly specific to its location.

Rooms are completed by display counters in wood and light blue resin, centrally placed, damask covered tables and sofas upholstered in blue velvet. The effect is at once rich and quintessentially feminine throughout.

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