

## Concept Store L'Occitane Pierre Hermé

An unidentified retail object has landed on the Champs-Élysées a few days ago. French pastry chef Pierre Hermé and beauty & fragrance specialist L'Occitane have partnered together to embark upon an exciting commercial project to celebrate what inspires them on a daily basis: Nature



The store is first and foremost a new striking collaboration between 2 successful entrepreneurs who have known each other for more than 15 years, and who already started a first partnership with the L'Occitane limited edition collections a few years ago.

This concept store has been designed by the French architect Laura Gonzales who got a lot of attention recently after she remodeled a bunch of fancy Parisian hotels, clubs and restaurants. And the least we can say is that Laura Gonzales did a fantastic job here. The impressive central counter has already been massively shared on social media as a landmark and a symbol of the place. And so has the ceiling above the counter, made of hundreds of

white balloons, which look like delicious delicate pastries.





Actually, the whole store is worth a visit since it is a perfect stage for both brands to showcase their own DNA into a seamless and vibrant environment.

Let's dig a bit deeper.

Pierre Hermé has judiciously introduced a café and a restaurant where visitors can enjoy both sweet and savoury specialties in a refined Parisian atmosphere.





The coffee bar is also offering take away options for the visitors of the inner “Gallery 66” which is located just along the store.



For its part, L'Occitane has turned the store into a vibrant tribute to natural and unspoiled components. In that perspective, a series of dedicated counters is showcasing flowers and plants that are used as the main ingredients of creams, body lotions and fragrances.



Almond and Karité



L'Immortelle





Rose and Cherry Blossom



Verbena

L'Occitane is also encouraging the visitors to test its products on the spot through educational counter displays which bring a testing lab and spa atmosphere to the place.



A refined and poetic carousel is also catching visitor's attention.



The two brands have, of course, designed signature products together. Thus, a selection of

beauty care items and food specialties come with the same ingredients and flavours.



As a conclusion, I would point out that it takes no time to figure out that this concept store is definitely a new retail destination. It brings a one-of-a-kind Parisian retail experience to both local customers and tourists on the Champs-Élysées. The two brands have succeeded in bringing together their souls and roots to give birth to something unique and emotional. Foodistas and instagrammers from all over the world will surely help the store to become viral.

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