



SAMARITAINE
PARIS PONT-NEUF

Press kit



THE EDITORIAL



It is with great pride that I introduce you to the new Samaritaine Paris Pont-Neuf.

Overlooking the Seine stands the emblematic building in the vibrant heart of Paris, a city undergoing a new renaissance. Here, we've created a place that ushers in an authentically French experience, where the chic of avenue Montaigne meets the contemporary air of the Marais in this grandiose historic architecture and daring contemporary addition.

We welcome you to the store—one of the oldest in the capital—to discover a new Parisian experience with vibrant modernity driven by an inclusive, joyful, generous lifestyle that Parisians are known for and that tourists adore.

DFS designed Samaritaine's rebirth, firmly anchored in its roots, by embodying the spirit of the founding couple, Ernest Cognacq and Marie-Louise Jaÿ, but with an eye resolutely turned towards the 21st century

with exclusive concepts and an uninhibited way of mixing luxury and designers that befits our time. More than just a shopping center, we want Samaritaine to be a place of discovery, surprise and experience. A place where customers can witness the avant-garde of creation and taste the cuisine of a contemporary chef, treat themselves to a piece of luxury while enjoying an espresso prepared by an expert barista, discover artisanal designer jewels and relax in the spa, or meet young artists and discuss the surrounding architecture with a historical guide.

In this ever-changing place, there is always something happening to catch the eye of Parisians strolling by as well as discerning tourists in search of the French art de vivre.

Enjoy rediscovering Samaritaine.

Éléonore de Boysson
President of DFS, Europe
and Middle East



Insight into the Parisian art de vivre nestled in the heart of the city

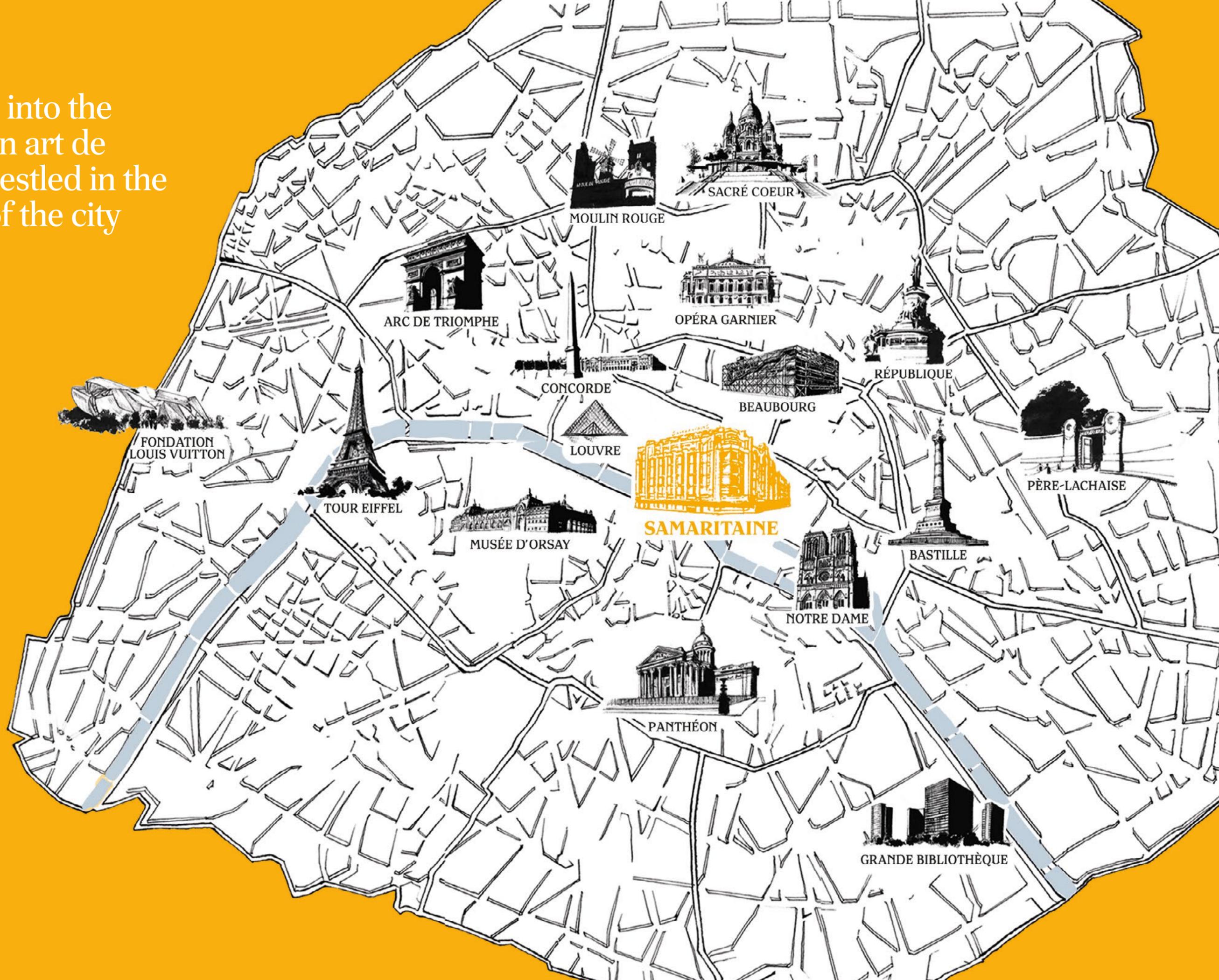


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THE DFS GROUP

LVMH entrusted DFS with the design and management of Samaritaine Paris Pont-Neuf department store.

DFS is the world leader in the sale of luxury products for travelers. Founded in Hong Kong in 1960, the group offers a carefully curated selection of high-end products chosen from over 750 of the most popular brands. Its network consists of shops selling duty-free products located in 12 key airports around the world and 23 T Gallerias located in city centers on four continents. The group is majority-owned by LVMH alongside co-founder Robert Miller. Today DFS employs more than 5,000 people that

provide customers with a unique shopping experience.

For its first establishment in Europe, DFS chose Venice by inaugurating the Fondaco dei Tedeschi in 2016. An outstanding shopping experience within a historic location that offers a selection of prestigious Italian and international brands and a rich cultural program.

Thanks to DFS, this emblematic building has been carefully renovated while infusing it with a contemporary dimension in order to restore it to its original nobility as a benchmark in the world of European luxury department stores.



Fondaco dei Tedeschi, Venice, DFS

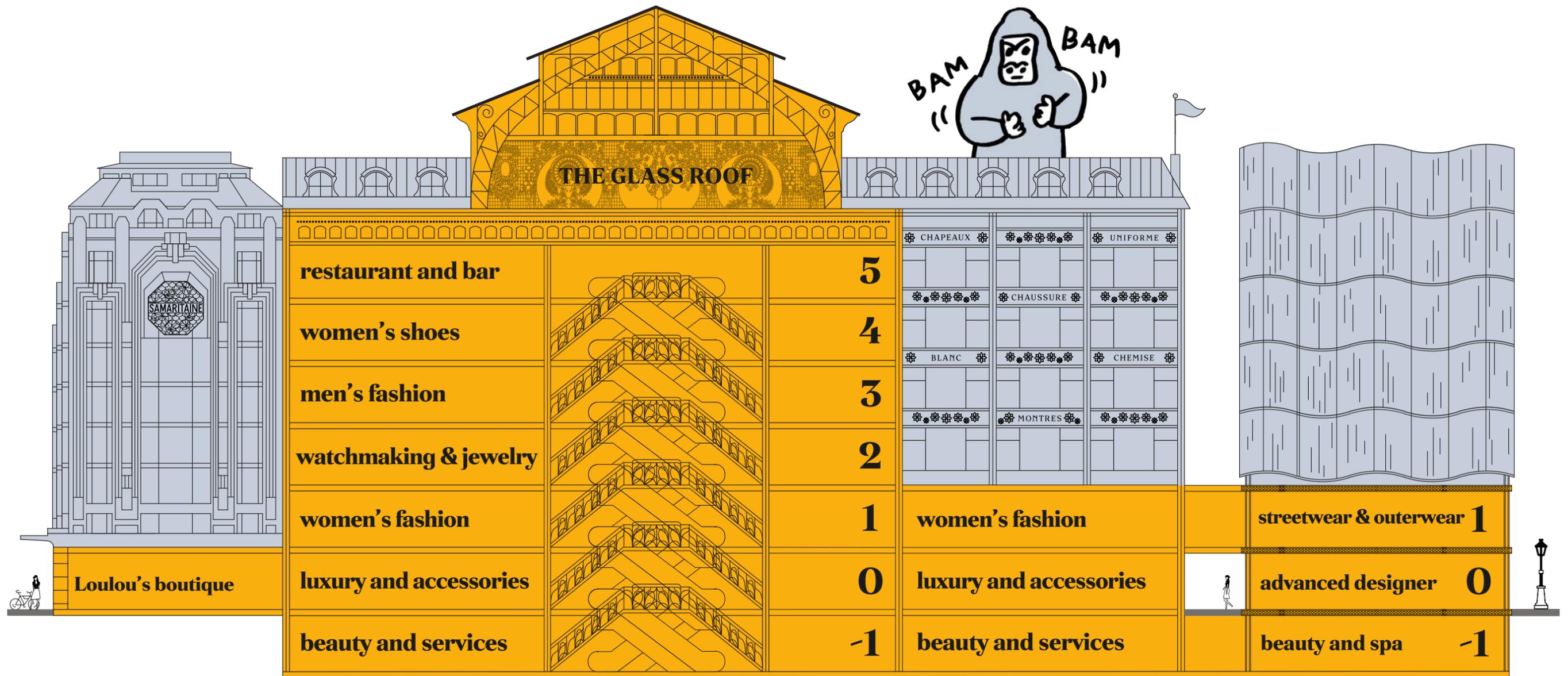
DFS STATISTICS

5000
employees

885
points of sale on four continents

176 millions
visitors per year

SAMARITAINE MAP



PONT-NEUF

RIVOLI

SEINE

RUE DE RIVOLI

ARCHITECTURE THAT IS BOTH HISTORICAL AND CONTEMPORARY



This iconic French building is set in the Parisian cityscape! Anchored in the heart of the city in a rapidly changing neighborhood, Samaritaine has one foot in its Art Nouveau and Art Deco past and the other in modernity.

A nostalgic memory of the inhabitants who grew up with this iconic building set in the heart of Paris on the border of the bubbling right bank and the bourgeois left bank. When Ernest Cognacq moved there in 1870—with his wife Marie-Louise Jaÿ joining shortly after—he immediately understood the geographical advantage. They started with a stall at the corner of rue de la Monnaie and rue du Pont-Neuf and gradually extended into adjoining shops. In 1910, the Art Nouveau building by Frantz Jourdain was inaugurated. With ambitious volumes, metal structure and elaborate ornamentation it was a masterpiece of its style. 1928 saw the addition of an Art Deco building designed by Henri Sauvage. Both architectural feats that clearly show the couple's avant-garde vision.

Samaritaine quickly became the go-to place to buy the trendiest dresses, dine at the aptly named Le Toupary or simply to see and be seen. In 2005, for safety reasons, Samaritaine had to close its doors. The LVMH group, its new owner, then decided to launch an ambitious renovation as part of the Parisian neighborhood's transformation into a green heart of the capital, partly

pedestrianized, and featuring a space for art with the opening of many galleries. The Art Nouveau and Art Deco buildings on the rue de Rivoli side are completely restored, while a new modern building by the Japanese architectural agency Sanaa has been added. Inside, next to a Cheval Blanc hotel, are offices, social housing and a nursery; the rebirth of the legendary Parisian Samaritaine department store whose 20,000 m² (215 000 sq ft) have been entrusted to the DFS group. Far from a covered space, Samaritaine is bathed in natural light filtering through from several points: the iconic glass roof of the Art Nouveau building (now called Pont-Neuf), the original breakthrough bay windows in the Eiffel structure as well as two new skylights designed by the Sanaa agency. Inside, the spaces echo the architectural principle, both rooted in history and turned towards the future. On the Pont-Neuf side a chic and refined aesthetic, terrazzo floor, ironwork repainted in gray with Art Deco and Art Nouveau details that welcome the biggest names in luxury. On the Rivoli side: industrial-style modernity with a more urban feel.

THE DATES

1870

Opening of Samaritaine rue du Pont-Neuf which, just five years later, exceeds one million francs in turnover.

2005

The store closes for safety reasons.

1930

The “Samar,” as Parisians call it, is a success and now maintains an Art Nouveau building by Frantz Jourdain and an Art Deco structure by Henri Sauvage.

2015

Renovation work begins for the entirety of Samaritaine.

2001

LVMH acquires 55% of Samaritaine, to be followed in 2010 by 100%.

2021

Reopening of Samaritaine Paris Pont-Neuf under the leadership of DFS.

J'ADORE!

THE SIGNATURES

SANAA FOR THE RENOVATION OF EXISTING STRUCTURES AND THE NEW BUILDING

Founded in 1995 and awarded the prestigious Pritzker Prize in 2010, the Japanese agency Sanaa (Sejima and Nishizawa and Associates), has taken on several projects in Japan, including the iconic Christian Dior store in Ginza, Tokyo. In France, they also designed the Institute of Modern Art in Valence and the Louvre-Lens Museum. Their signature? Clean, bright and fluid architecture, thought through to the smallest detail. For Samaritaine, they completely renovated the Art Nouveau building (now called Pont-Neuf), created patios to bring in skylights and imagined a new structure whose undulating glass façade weaves a real dialogue between past and present in a subtle game of reflections with the buildings opposite.



YABU PUSHELBERG DESIGNED THE INTERIOR OF THE PONT-NEUF BUILDING

Based in Toronto and New York, the Canadian studio has a substantial background in experiential locations and interiors of department stores. Barneys in New York and Lane Crawford in Hong Kong. At Samaritaine, they highlighted the Eiffel structure and its luminosity while bringing their warm, refined style to all floors of the Pont-Neuf building outside the beauty floor: a dialogue between the historic façade and their contemporary approach. Visitors are invited to an intimate, friendly shopping experience, full of surprises and discoveries in the form of a chic Parisian stroll. In terms of materials, Yabu Pushelberg has chosen noble materials such as this terrazzo, a nod to Parisian cobblestones. The agency also designed the furniture and rugs tastefully coordinated with bronze and touches of emblematic gray-blue from the original decor.



HUBERT DE MALHERBE FOR THE BEAUTY AREA

A specialist in commercial design, the French architect has a perfect mastery of luxury spaces since designing the Dior Beauty boutiques, Fenty pop-up stores and the first Hennessy bar in Shanghai, among others. For Samaritaine, he designed the basement of the 3,200 m² beauty area—the largest in Europe—which extends between the Pont-Neuf building and the one on the Rivoli side. Hubert de Malherbe designed a city stroll inspired by Paris and the building's Art Nouveau past, like the parquet, personalized mosaics on the floor, gilded brass structures reminiscent of floral greenhouses as well as nods to the Eiffel structure.



CIGUË FOR THE URBAN SPACES OF THE RIVOLI BUILDING

Author of Aesop, Isabel Marant and Veja boutiques, the French agency has imagined an avant-garde decor echoing the modernity of the concept store and streetwear offered on the Rivoli side. In the new glass setting, three floors are meant to be in tune with the times to appeal to Millennials. ciguë illustrated its approach, both artisanal and radical, using raw or recycled materials. A nod to Paris—Morris column-style structures, references to Haussmannian interiors and façades—usher the city into the store.



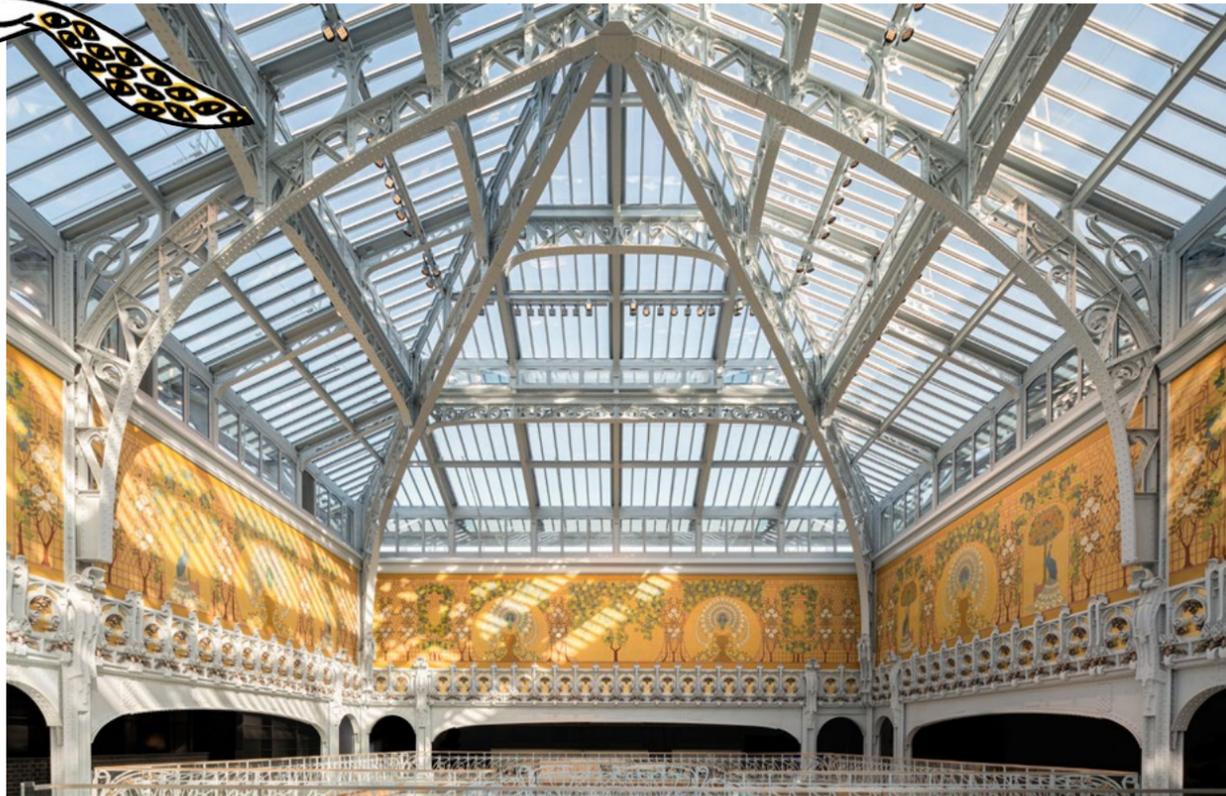
ATELIERAMO FOR THE APARTMENT

Interior designers Chloé Nègre, Karine Chahin and Virginie de Graveron got to know each other at India Mahdavi. Coming back together for Samaritaine, the trio designed the spaces of the Apartment and the two private lounges dedicated to jewelry. Their inspiration? The motley style of Parisian apartments that mix classic French furniture and more contemporary codes like this colored leopard and these repurposed tailor's tables. They also found some of the store's furniture, including an 18th century wrought iron bed transformed into a bench on the 4th floor.



5 ARCHITECTURAL ELEMENTS

From enameled lava on the Art Nouveau building to the technical prowess of the new building, a look back at five essential elements of Samaritaine.



THE GLASS ROOF AND ITS EIFFEL STRUCTURE

Supported by a very visual metal frame, this spectacular architectural element from 1907 required particular care in its restoration. After having been modified, even hidden over time, the rectangular glazed roof with a footprint of 37 by 20 meters regains its original shape and colors chosen by Francis Jourdain. The only modern concession is electrochromic glass which tints according to brightness.



THE PEACOCK FRESCO

At 3.5 meters high and 115 meters long, the painting surrounding the glass roof is considered one of the masterpieces of Art Nouveau. Signed by Francis Jourdain, the architect's son, the 452 m² canvas has been restored and has regained its former colors and brilliance.



WAVES OF GLASS

As the new face of Samaritaine, the Rivoli-side building, designed by Japanese architects of the Sanaa agency, embodies the modernity, fluidity and poetry of the department store. Finely executed, the façade takes on an irregular wavy shape, both refined and vibrant.

A total of 343 screen-printed glass panels measure 2.7 by 3.5 meters and weighing 600 to 1250 kg seem to be perfectly balanced.



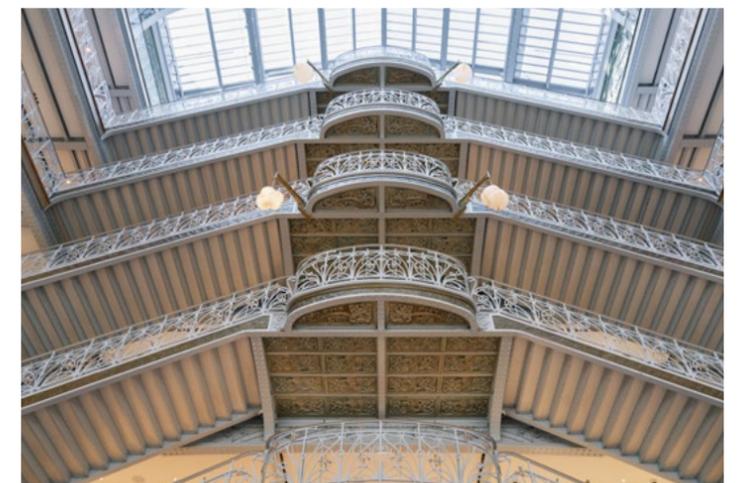
THE ART NOUVEAU FAÇADE

At the beginning of the 20th century, Frantz Jourdain, a lover of modernism, used a metal framework in the shop to save space and light. To soften the structure, enameled Volvic lava decorations were designed by his son Francis Jourdain and poster designer Eugène Grasset in order to attract customers. During the department store's renovation, 675 linear meters were renovated, including more than 42 m² reconstituted thanks to the iconographic archives.



THE GRAND STAIRCASE

Both functional and aesthetic, this central part of the Pont-Neuf building is one of the emblems of Samaritaine's history. To restore the grandeur of this legendary staircase, the railing has been renovated with particular care given to the 16,000 gold leaves, the Art Nouveau ceramic under the landings as well as the 270 original oak steps.



A SELECTION OF MIX-AND-MATCH FASHION

S'il vous plaît

Samaritaine breaks down the barriers of fashion for a unified and constantly evolving collection. A carefully curated selection of pieces from reliable luxury brands, quintessential French brands and exclusive pieces from emerging designers. From clothes to shoes and bags, each floor is an opportunity to explore a different world and put together a unique silhouette.



LUXURY AND DESIGNERS
ON THE PONT-NEUF SIDE

How can one define **elegance**? One way to sportwear a richly embroidered jacket with designer jeans? Effortlessly pair them with a luxury bag and limited-edition sneakers. Good news for fans of **Parisian style**. **The Pont-Neuf side of Samaritaine unveils a universe of fashion that brings together the very high-end with emerging designers on every floor.** The very best of what is fashionable today: **luxury essentials, designers** who show at Fashion Week and **more accessible French brands** who so love fashionistas, season after season. Need help finding the coolest tunic or pairing shoes with this season's must-have dress? Sales associates and personal stylists are always there to accompany customers during their shopping experience.

ON THE GROUND FLOOR IT'S TIME TO ACCESSORIZE!

You can choose bags from the biggest names in leather goods (Dior, Louis Vuitton, Celine, etc.), who have their own boutique, multi-brand spaces featuring essential French design houses (Jérôme Dreyfuss, Isabel Marant, A.P.C. etc.), from the newest brands of the season (Néerlandais Wandler, Dragon Diffusion, Danse Lente or even Vanina's jewelry).

WOMEN'S WARDROBES ON THE FIRST FLOOR!

An entire floor dedicated to women's fashion—from luxury to contemporary brands—revolves around three worlds that demonstrate **the Parisian mix-and-match style**.

Around the grand staircase, under the glass roof, the light parquet and custom rugs reflect the world of luxury with iconic houses





all around (Dior, Fendi, Gucci, Prada, etc.). Fancy a designer piece? Head for the section devoted to **designers** (Loewe, Dries van Noten, Alexander McQueen, Marni, Chloé, Sacai, Alaïa, etc.). Around these iconic houses, **creative, accessible and reassuring fashion** (Sandro, Maje), brands for more pointed silhouettes (Self-Portrait, In The Mood For Love), a classic Parisian look (Rouje) or Scandi-cool (Ganni, Nanushka, Rotate, etc.). An incubator space highlights **young talents of the moment** (Awake, Petar Petrov, Gauchere or Khaite) to play with the avant-garde. Finally, to accessorize your look, take a peek at **niche leather goods** featuring artisanal know-how (Maison Moreau, Rosantica), **fine jewelry** and a selection of headwear such as Maison Michel and Lack of Color.

ON THE FOURTH FLOOR WE PUT ON SHOES!

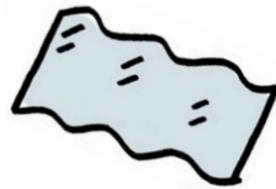
To try on shoes, Samaritaine has brought together around 50 women's brands, on a floor bathed in light that filters through the historic glass roof. The big names in luxury (Chanel, Dior, Gucci, Jimmy Choo, Manolo Blahnik, Christian Louboutin, etc.), the more niche houses (Victoria, Alaïa, The Row, Wanderer, etc.), the designers (Giannico, By Far, Ganni, Studio Amelia, etc.), collaborations (Gia x Pernille Teisbaek), and emblematic brands of French know-how (Michel Vivien, Carel, Roger Vivier, Repetto, Isabel Marant, Bobbies, Veja).

THE THIRD FLOOR COVERS MEN FROM HEAD TO TOE!

The men's selection is curated from classics (Louis Vuitton, Dior, Gucci, etc.), to a more **luxury streetwear** silhouette (Off-White, Balmain and Stone Island), for curated international look. Large modular sofas bring comfort to the **multi-brand space** while shopping brands like Acne, Maison Margiela and Thom Browne. As a bonus, **made in France accessories** by Bleu de Chauffe, classic chic leather goods from Smythson as well as a selection of **footwear** ranging from Saint Laurent boots to iconic Alexander McQueen sneakers, and shoes by Balmain, Acne and Balenciaga...



A CONCEPT STORE ON THE RIVOLI SIDE



The glass building on rue de Rivoli is a playground of fashion, inviting the visitor to discover the latest trends in urban fashion while enjoying an espresso sipped in front of street art.

The sweatshirt from the latest streetwear brand everyone is talking about, a branded coffee, a T-shirt from the new must-have brand from California, custom-made cookies, a pair of limited-edition sneakers, a unisex watch made in Japan...

On the Rivoli side, Samaritaine breaks free from traditional department store codes to reimagine urban space as a concept store. A diverse store within a store, always in motion like its raw industrial decor by ciguë. Fashion, accessories, beauty, catering, watchmaking, art and even high-tech since Devialet has installed its emblematic Soundbox there, all universes come together in this melange of genres that appeals so widely to Millennials.

On a fashion front, the ground floor offers an edgy selection of menswear from the moment's most popular designers (JW Anderson, Sunnei, Ambush, etc.), designers (Marni, Casablanca, Ahluwalia, Juun.J, etc.), and the young generation of French creators like EGONlab.

On the womenswear side, the collections skillfully mix Danoises de Rotate loungewear, Ganni and Nanushka capsules, Korean brands (Pushbutton, System), and the ultra minimalist fashion of The Frankie Shop.

On the first floor, streetwear brands like Billionaire and Carne Bollente, the ethical SHINZO Green sneaker space and Parisian brands like APC, Maison Kitsuné, Etudes and Atelier de Nîmes juxtapose with unisex outerwear like Canada Goose, Northface and Patagonia to create perfect looks.

In a decor featuring rough walls with exposed studs and screws, antique statues as mannequins, multi-brand racks, limited edition pieces, ephemeral spaces and customization workshops punctuate the space.



A FEW LOOKS

Far from the formal uniforms seen in most department stores, Samaritaine has taken a more personalized approach to dressing its sales associates on the Rivoli side. Everyone is invited to create an ensemble from a selection of two suits, a painter's jacket, chinos and T-shirts, each bearing the likeness of characters drawn by illustrator Iris de Mouÿ. Chic flags embroidered by Macon & Lesquoy indicate the languages spoken.

COMME DES GARÇONS BLACK

Almost unobtainable in France, this unisex line features timeless black designs and limited edition pieces near and dear to the designer Rei Kawakubo. The line is available at Samaritaine, presented with an exclusive architectural concept. Upstairs, there is also a selection of basics from the PLAY line with its iconic, coveted graphic heart.

SHINZO GREEN

The avant-garde Parisian sneaker brand SHINZO Paris is creating a space in a department store for the first time. The unique and innovative concept features 100 m² of exclusive, ethical and responsible sneakers, each one fulfilling one of their five criteria: local, recycled, vegan, organic or reconditioned to be labeled "SHINZO Green". Many limited editions and previews will also be available on the first floor of Rivoli.



EXCLUSIVE JEWELRY AND WATCHMAKING



Samaritaine unites the great names and newcomers of jewelry and watchmaking so that the necklaces of well-known names mingle with exceptional watches and the unisex designs of young designers. Just like the mix-and-match mentality that drives fashion, it is just as easy to fall for a precious jewel as it is costume jewelry.

PONT-NEUF SIDE

On the **2nd floor**, completely dedicated to jewelry and watchmaking, big names from Blancpain to Vacheron Constantin and Chaumet to Tiffany and Chanel, each welcome guests in their own **boutiques**.

Bathed in the reflection of precious metals, brushed metal furniture and natural light filtering through the staircase, pieces from **designers** like Stone, JEM, Yannis Sergakis are available to try on, as well as a selection from the Pink Heater agency pop-up (Cedille, Tsura, Kavant, etc.).

Interested in a precious timepiece?

At Samaritaine, the watchmaker Bréguet has set up its only point of sale in a Parisian department store.

In the basement, at the heart of the world of beauty, we find watches and costume jewelry from Swarovski, APM Monaco, Michael Kors and even Swatch.

On the ground floor, Van Cleef & Arpels, Cartier and Bulgari each have their own boutique. Next to them, a multi-brand space houses fine jewelry by Monsieur, Lovingstone, Ginette NY, and exclusively Pascale Monvoison.

On the 1st floor, in the ready-to-wear space, a section devoted to costume and designer jewelry brings together pieces from Aurélie Bidermann, Goossens, Gas, Completedworks, and exclusively the Danish Pernille Lauridsen.

On the 3rd floor, dedicated to men's fashion, a central display case offers a targeted range of jewelry and small accessories like cufflinks, tie clips, key rings, etc. Sibylle Von Munster is exclusively launching her men's collection, alongside designers Jean-Marie Tixier, Tom Wood, Alice Made This and Le Gramme.

RIVOLI SIDE

On the ground floor of the concept store, watchmaking sees a more urban and accessible shift.

In this unisex spirit that animates the Rivoli building, we find Casio, Daniel Wellington, LIP, and exclusively Vasco.



THE BIGGEST BEAUTY SPACE IN EUROPE

Whether you are looking for the mascara of the moment, an exceptional fragrance with a unique scent, a must-have cream or just a moment to treat yourself to an organic manicure, Samaritaine offers an enlightened and cutting-edge selection of everything from the world of beauty.

It's the largest beauty space in Europe: 3,400 m², within the entire basement of Samaritaine. In the basement? Yes, but bathed in natural light that pierces through the glass roof and large skylights. The selection of 200 brands echoes the architecture with a successful mix-and-match curation. On the Pont-Neuf side, institutional luxury and essentials like Dior, Chanel and Guerlain mingle in a Parisian setting by Hubert de Malherbe replete with parquet floors, gilded brass structures and

mosaics in a nod to the building's Art Nouveau origins. On the Rivoli side, trendy and unisex brands like Aesop, The Ordinary and Le Labo are presented in the Pure Beauty area in an urban setting imagined by cigüe with waxed concrete, metallic furniture, and raw materials like wood. Samaritaine sales associates accompany customers throughout the space to help them choose the brand of skincare or lipstick that best suits their needs.

EXCLUSIVELY AT SAMARITAINE, YOU WILL FIND:

DOLCE & GABBANA BEAUTY

The Italian luxury house pays tribute to women and their natural charm with a unique makeup collection of sensory textures and innovative formulas. A single stroke of intense color created an immediate result. Each product is adorned with an ornamental motif inspired by Dolce & Gabbana fashion, transforming makeup into a true fashion accessory.

HELENA RUBINSTEIN

The legendary name from the L'Oréal group is making its long-awaited return at Samaritaine.

CLÉ DE PEAU BEAUTÉ

The premium brand is a best seller in Asia and makes shine its top priority. Exceptional skincare and makeup with essentials like La Crème or the Concealer.

SK-II

A Japanese skincare brand whose Facial Treatment Essence is known to be one of the beauty secrets of Japanese women.

FRAGONARD

The historic perfumer from Grasse is setting up its first point of sale in a department store.

ORVEDA

Treatments that combine nature and biotechnology. Formulas concentrated in prebiotics and dermatological actives are a catalyst of the skin's self-repairing power and natural glow.

SULWHASOO

The Korean brand draws its origins from the medicinal properties of plants where the balance of the body echoes the balance of nature.



5 BEAUTY SPACES

THE CINQ MONDES SPA

A French pioneer and expert in treatments and products inspired by beauty rituals from the five continents, **Cinq Mondes** has imagined an exclusive spa and boutique concept using the codes of a Parisian apartment that is both refined and cozy. Located on the Rivoli side, with a view of the garden, this 400 m² space is a place of regeneration and well-being in the heart of Paris. It includes seven treatment rooms, a private hammam and a scrub room. Prices start at €116 for one hour of treatment.



PURE BEAUTY

The 80 m² green space is entirely dedicated to beauty products that feature responsible formulas or packaging. In all, there are around 40 brands including Westman Atelier, Holidermie, Dermalogica, Pai, Susanne Kaufmann and L:A Brulet.



MAKEUP BAR

In the center of the beauty floor, a large table allows you to try out the extensive selection of lipsticks and eyeshadows from carefully chosen makeup brands like Charlotte Tilbury, Christian Louboutin, Byredo, Hermès, Tom Ford and Dior. The space will also be home to masterclasses.

SAMARITAINE BEAUTY STUDIO

The 165 m² mineral space is the new Parisian temple of clean beauty. With an innovative and global approach to natural beauty in the heart of Paris, hand and foot care is provided by the ecological nail specialist Kure Bazaar (€38 for a manicure, €75 for foot treatment), and hair styling (cut, styling, color) by the rotating global hairdressers in residence. For the first time ever, the Canadian laboratory Theio Vitality offers a hair analysis to reveal the mineral composition of the body in order to enhance the well-being and beauty of nails and hair.



HOUSE OF PERFUME

A one-of-a-kind multi-brand and luxury space with prices ranging from €3,000 -€300,000. Presented under large glass bells, you will find exceptional juices and jewel bottles in Murano glass or set with precious stones. You can discover La Haute Parfumerie de Guerlain's dedicated space, or rare pieces by Bulgari, Chanel, Tiffany with the possibility of having your bottle engraved. Further on, the rest of the fragrance selection includes brands such as Diptyque, Frédéric Malle and Jo Malone, as well as a pop-up dedicated to Maison Francis Kurkdjian juices.



FRENCH
KISS

LOULOU'S BOUTIQUE: AN ECLECTIC SELECTION



A store within a store!

An Ali Baba's cave where you can find an original gift at the last minute or bring back a unique souvenir from Samaritaine.

No time to stroll through the department store? Head to Loulou, the **200 m² lifestyle space** located directly on the quays at the foot of Pont-Neuf, featuring a large window with very visual scenography.

Locals and travelers alike are always surprised by the carefully edited selection and regularly changing decor that reflect the joyful, refined spirit of Samaritaine!

Fashion, high tech, design, stationery... more than 1,500 pieces chosen by a dedicated team that tracks favorites from France as well as the four corners of the world, accessible for **all budgets**.

Leave with a postcard, a designer piece, or why not a bike with which to enjoy the quays in front of Samaritaine.

At the occasion of the opening, Loulou also offers several **products designed exclusively**: Macon and Lesquoy embroidered brooches, limited edition posters from the Plakat publishing house, Confiture

Parisienne in raspberry-rose-lychee flavor and Elise Tsikis lacquered jewelry in Samaritaine colors.

It's also the perfect location to find pieces emblazoned with Samaritaine logo: around 60 designs including notebooks, mugs or even silk organza tote bags that **revisit old ads, excerpts from illustrated catalogs, elements of ironwork or the building's Art Nouveau patterns, each blended graphically. Take a little piece of Samaritaine heritage with you when you go!**

In the large window, the very visual decorations inspire Instagram posts. For the launch, customers are invited to take a photo of themselves in a Parisian café. Inside, far from the traditional codes of merchandising, the objects are presented according to coloramas or themes. With an endlessly renewed scenography and always evolving selection, Loulou breaks codes to surprise visitors in search of novelties.



AT THE TABLE OF SAMARITAINE

Bon
appétit



*Fancy a warm pain au chocolat for breakfast?
A bite of caviar? A gourmet salad? Or dinner with champagne?*

All day long, from dawn to nightfall, Samaritaine lends itself to the desires of Parisians on their lunch break as well as those of tourists in search of French flavor.

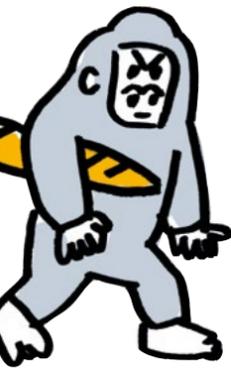
The French art de vivre as seen through gastronomy, **cooking, pastry-making and fine wines**. Sprinkled throughout Samaritaine, the **12 options of places to eat** suit all tastes: a salad to-go or creative cuisine to be enjoyed **facing** the rooftops of Paris, a very delicious coffee, a delicate cake, a croissant **made** on-site, an exceptional dinner... each space is the fruit of an **exclusive concept** imagined by great starred chefs, talented pastry chefs, award-winning bakers, and the best partners: Dalloyau, Maison Plisson, La Brûlerie des Gobelins, Bogato, etc.

The jewel of this range, **Voyage**, a 1,000 m² space under the emblematic Art Nouveau glass roof, where gastronomy, art and experiences come together with a new chef in residence each season, young guest chiefs, and an immersive table of Krug champagnes. Restaurant, bakery, café, tea room, take away, tasty and emotional experiences... each place offers a moment of gourmet pause between noon and 2 a.m., a break from shopping, or an end of the day date or dinner at the brasserie-style **Ernest** or the experiential **Voyage**.

Photos: Ernest (1), L'Exclusive (2), Zinc (3), Bogato (4), Dinette (5), Source (6), Street caviar (7), La Parisienne (8), Voyage, (9,10)



12 WAYS TO TASTE SAMARITAINE



1. A mosaic of tastes at Voyage, on the top floor, open all day until 2 a.m., bathed in natural light from the glass roof. Guest chefs in residence commanding the kitchens offer a Heritage 1905 menu as well as mini tasting dishes. Pont-Neuf / 5th floor.

2. An exceptional dinner at Voyage, Chef's Table. In a space closely situated to the kitchens, the chefs concoct exceptional gastronomic moments around the best vintages and champagne from Krug* Pont-Neuf / 5th floor.

3. A signature cocktail and top-notch tapas at the Voyage bar, a lounge just under the historic glass roof. Its drink menu has been entrusted to the ultra creative mixologist, Matthias Giroud. Pont-Neuf / 5th floor.

4. A customized shortbread at Sweet Corner by Bogato, where we find the festive, colorful cakes from the creative teams of Parisian pastry chef Anaïs Olmer. Cookies, mini-pastries and other shortbreads are fully customizable to suit individual tastes. Rivoli / ground floor.

5. A dinner with friends at Ernest, the brasserie side above the bakery. Contemporary cuisine is served from noon to midnight. The menu is created by starred chef Naoëlle d'Hainaut, winner of season 4 of Top Chef, and the decor is by designer Constance Guisset. Rivoli / 1st floor.

6. The jewel of pastry at L'Exclusive, where exclusive cakes and creations are presented in jewelry-style drawers, each by Jérémy Del Val, Dalloyau's pastry chef and French Dessert Champion. Pont-Neuf / level -1

7. A healthy Parisian lunch, a concept of "eating well" imagined by Delphine Plisson, founder of Maison Plisson. Epicureans, vegetarians and flexitarians come together around seasonal, healthy and gourmet cuisine, in a window-filled space immersed in the heart of the garden. Rivoli / level -1

8. A mini croque-madame at Dînette, where you can find sweet and savory classics from Dalloyau revisited in a dollhouse format. A perfect stopover for snacking between two fittings. Pont-Neuf / 1st floor.

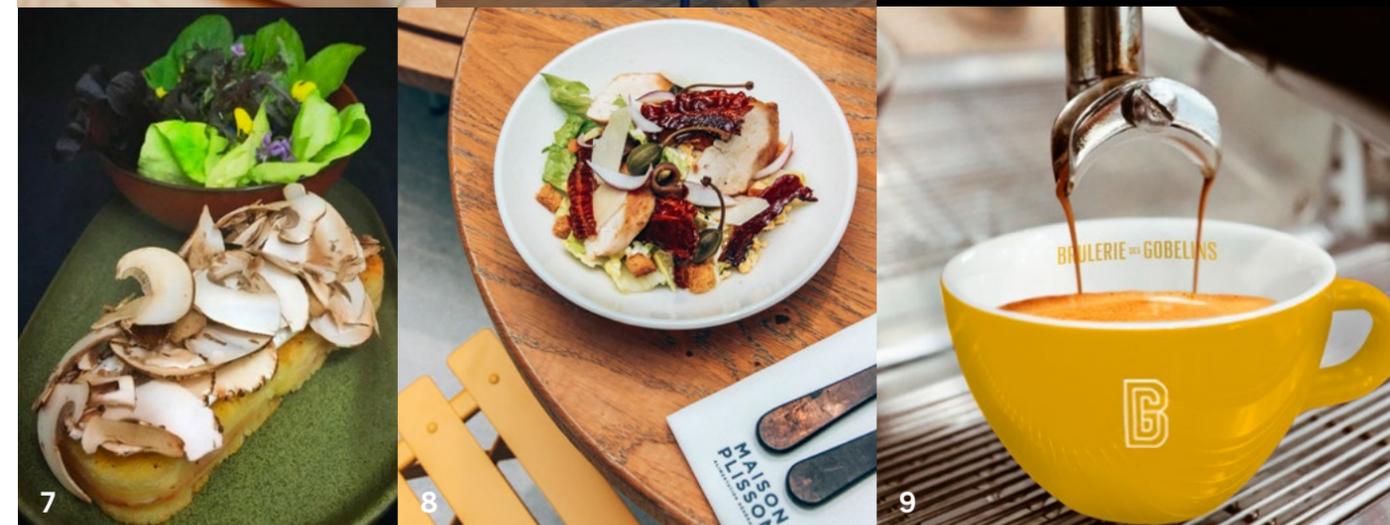
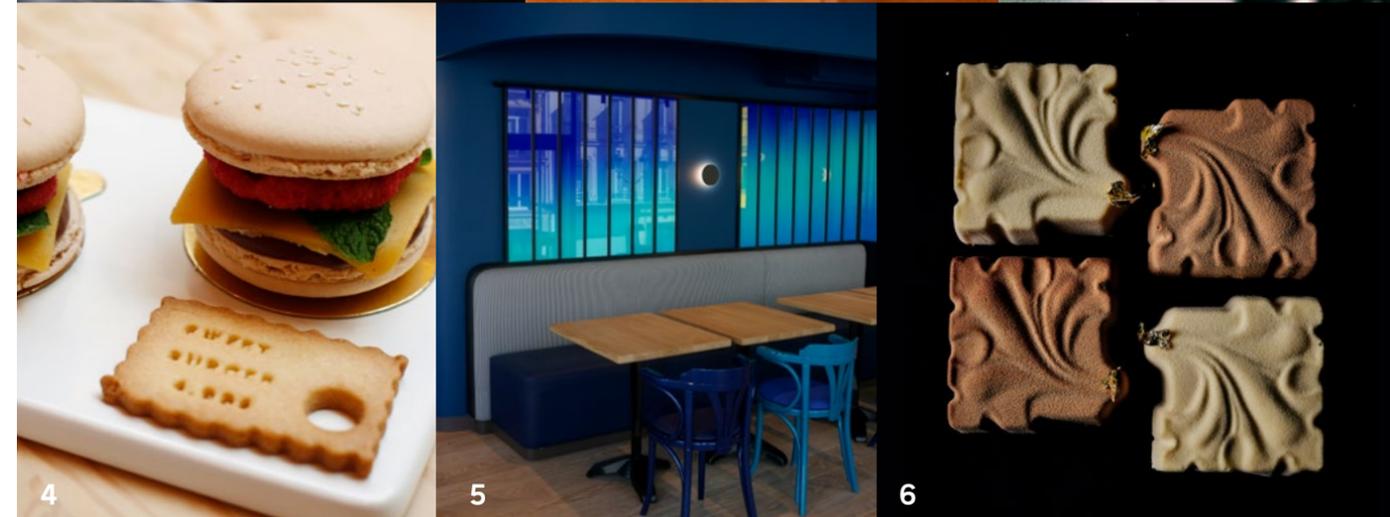
9. A coffee break at Zinc, provided by Brûlerie des Gobelins. Surrounded by 50s decor in rattan and formica, treat yourself to a sustainably produced ethical espresso, latte or filter coffee prepared by an expert barista. Rivoli / ground floor.

10. A breakfast of croissants and fresh breads at Ernest, on the bakery side, with its own oven installed in the basement. A very unique trait for a department store. Starting at 7 a.m., pastries, breads, sandwiches and delicacies can be ordered to eat sitting down or to take away. After 7 p.m. it transforms into a wine and tapas bar until midnight. Rivoli / ground floor.

11. A shot of freshly pressed ginger can be taken at the Source bar in a bright and refreshing setting. The roasted vegetable-miso bowl, the buckwheat brownie and the dark chocolate Tigré cookie make for a perfect accompaniment to the juices. Rivoli / ground floor.

12. A caviar baguette at Street Caviar, an exclusive concept from the historic Maison Prunier. Born from the idea of offering French caviar in a street food style, warm baguettes, croque-monsieur or salads for a unique and outstanding experience. Rivoli / 1st floor.

*Alcohol abuse is dangerous for your health. Consume in moderation.



IMMERSION AT VOYAGE,



Highlighted under the iconic Art Nouveau glass roof on the 5th floor, in front of the iconic peacock fresco, Voyage, Samaritaine Paris Pont-Neuf is shaking up restaurant standards. An eclectic space of 1000 m² that goes beyond borders, a place where fine cuisine, mixology, the arts, poetry and music intersect.

Amplified by the architectural firm Jean-Michel Wilmotte et Associés, this spot is open from 10 a.m. to 2 a.m. with different atmospheres and adaptable menus that meet your needs throughout the day.

In this constantly moving space, the already established starred chefs mingle with the new vanguards who are shaping the revival of international cuisine.

The menu of Voyage, is updated regularly and is presented in the form of a magazine, complete with stories of famous travelers and portraits of chefs in residence.

It creates a mosaic of tastes to nibble and share throughout the day:

- A seasonal menu offered under the Heritage 1905 label which reimagines great culinary classics for lunch and dinner at any time.

- A long menu of cocktails—available with or without alcohol—created by Matthias Giroud, inspired by a large library of wines and spirits from the Maisons Moët Hennessy collection.*

It doesn't matter whether you fancy a cocktail, dishes to share or a more formal meal, the entire menu is available in three different locations. You just have to choose your desired atmosphere:

- **Convivial on the Monnaie side** to share and sip. Take a seat on a stool at the bar where mixologists are preparing cocktails, or around a table on a golden seat.

- **Laid back on the Seine side**, ideal for informal meetings and private parties. Sit on modular sofas with a virtual glass wall of 4k screens live-broadcasting a panorama of the Seine while enjoying the majestic beauty of the glass roof.

- **Formal on the Louvre side**, the place to meet for lunch or dinner all day long. Under suspended vegetation, sitting on large yellow benches with a unique view over the roofs of the St Germain l'Auxerrois church.

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From top to bottom: Restaurant area; Bar area; Lounge area; performance by artist Jordane Saget

An artistic programming committee bringing together Jean-Michel Wilmotte, Frédéric Beigbeder, René Martin, Adel Abdessemed, Artur Reversade and many other personalities will forecast trends and invite artists, creators, DJs and musicians to Voyage.

For its inauguration, the work of street artist Jordane Saget places his singular lines on the bay windows.

Voyage, has teamed up with Bang & Olufsen for a unique sound, TBC for the creativity of the furniture and Lacoste for the preppy touch that adorns the teams. Voyage, is also open to private events for companies or individuals.

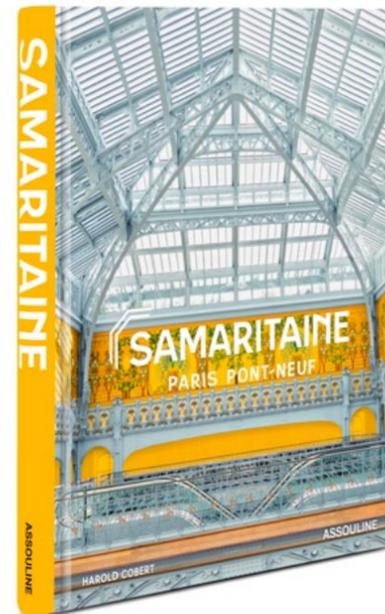
KRUG STUDIO

Incredible culinary and sensory experiences, unexpected emotions nestled in a bubble in the kitchen for six to eight exceptional guests. A project unveiled during its inauguration.

TWELVE EXPERIENCES TO DISCOVER SAMARITAINE

1. IMMERSE YOURSELF IN A BOOK

Published by Assouline on the occasion of the department store's reopening, the book tells the story of Samaritaine, its DNA of the past, present and future.



2. LET YOURSELF BE GUIDED

Historian Maud Hacker has imagined four themed Parisian walks—romantic, monumental, artistic and festive—all departing from Samaritaine starting in September. There's also a path to follow within the department store to discover its history. 75-minute visit by reservation upon opening.

3. TREAT YOURSELF TO AN ART OBJECT

On the Rivoli side, the Perrotin gallery presents a 200 m² space of its artists: Xavier Veilhan, Takashi Murakami, Paola Pivi, Johan Creten as well as Elmgreen & Dragset. Just next door, a selection of objects, some signed and unpublished, will be offered in this Perrotin pop-up exclusive to Samaritaine: art books, limited edition objects, artists' T-shirts, goodies, etc. The whole Perrotin universe can be discovered in this novel boutique. Upon leaving the pop-up, an original device will allow virtual interaction with the artists.



Kazuyo Sejima (2021)
Xavier Veilhan

Photo © Guillaume Zicarelli; © Veilhan / ADAGP, 2021
Courtesy Perrotin

4. RELIVE THE RENOVATION

A selection of photos are exhibited throughout the Pont-Neuf building, showcasing the immense work of the artisans and workmen who worked on Samaritaine's renovation.

5. PLAYING PARISIANS AT THE APARTMENT

Woodwork, ceiling moldings, antique furniture, the Aterlieramo agency has imagined an exclusive space for Samaritaine that's just as chic and cozy as a Parisian apartment.

Eight works created by five artists for LVMH Métiers d'Art will be shown in 2021 at the various exhibitions. This is where customers are invited for a private shopping experience. In one of the refined and cozy alcoves, the personal stylists design tailor-made proposals according to individual wishes.

A true personalized experience. The Parisian setting will also host collaborations with prestigious brands that will be able to set up for product launches, presentations of exclusive collections or even private meetings.





6. DISCOVER THE YOUNG GUARD AT THE FACTORY

With the idea of these collectives of artists, Samaritaine created the Factory: a living and evolving space that honors the young creative scene.

On the Rivoli side, the large concrete walls running from the ground floor to the first floor act as blank canvases for guest artists to create on-site works.

A platform that is intended to reflect the expressive, creative spirit of the new building.

For the opening, three young urban art talents were given carte blanche to imagine works to be discovered in 2021.

Antonin Hako, a French painter with a passion for urban art, imagined paintings on hanging fabric that reveal a colorful ballroom scene. (@antonin.hako)

Antwan Horfee, a Parisian artist whose eccentric airbrush graffiti can be seen in streets around the entire world, envisioned a piece that's dense and colorful. (@haunted_horfee)

Pablo Tomek, a Parisian painter who loves exploring graffiti as much as abstract expressionist artwork, transforms stark construction sites with his work. (@pablomek)

7. CUDDLE A GORILLA.

In a **free-access** 3D studio, we reenact the store's iconic advertisement of Samaritaine with King Kong climbing the façade. At the exit, photo and mini-video souvenirs are available to share on social networks.

8. HAVE FUN

Four offers have been developed so that you can experience Samaritaine from head to toe: beauty, gastronomy and fashion accompanied by professionals for an à la carte day according to your wishes.

9. IMMERSE YOURSELF IN AUGMENTED REALITY

At the opening, artist Daniel van der Noon is setting up his materials in the heart of the Pont-Neuf building to live-draw the surrounding architecture.

Fan of his meticulous landscapes?

Treat yourself to a limited edition poster or download the application to virtually stroll down the grand staircase and discover his drawings.

10. CUSTOMIZE YOUR BOTTLE

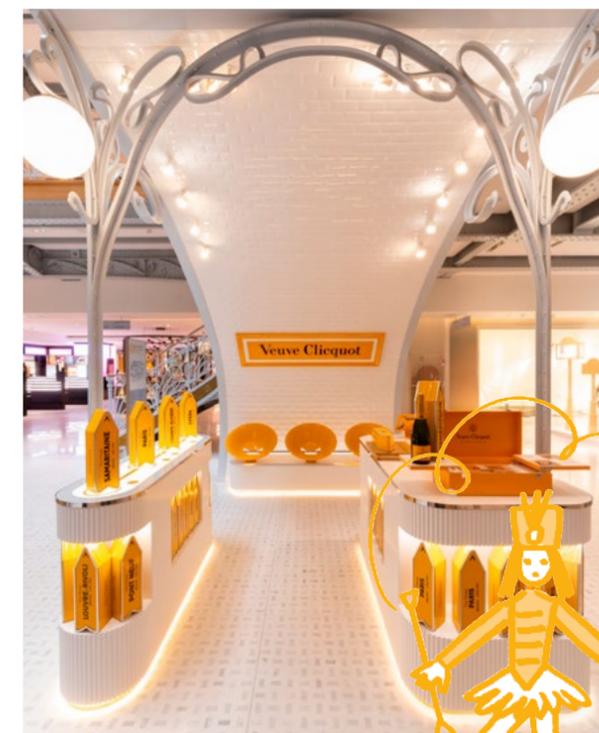
Installed on multiple floors are ateliers dedicated to personalizing, for example, by putting the location of your choice onto a Veuve Clicquot Arrow box or putting your initials on the leather pieces that adorn Hennessy decanters.*

11. PERFECT YOUR SELFIES

In collaboration with Polaroid, photographers have recommended the best shooting angles, clearly marked throughout the store. You can even book a workshop with a professional to learn the keys to taking a successful photo.

12. FOLLOW THE HIDDEN PATH

An underground passage from Place du Louvre allows you to go from the parking lot directly into the Samaritaine beauty space in the basement, without having to walk through the streets. Standing on the 100-meter moving walkway, you can watch large screens displaying the history of Samaritaine and the surrounding city.



Top: 3D studio
Center: The artist Daniel van der Noon
Bottom: Veuve Clicquot space

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DID YOU KNOW?

THE ART OF ADVERTISING

King Kong scaling the building. The Queen of England looking for a crown. A nude Englishwoman crossing the Channel. A pink elephant and a troop of majorettes doing their shopping. Since the 70s, Samaritaine advertisements have left their mark with a joyful, quirky spirit that has earned them a place in history.

THE SOURCE OF INSPIRATION

An essential novel on the development of department stores, “Au Bonheur des Dames,” written by Emile Zola in 1883, was inspired by Samaritaine’s architect, Frantz Jourdain.

SOCIAL COMMITMENT

From modest origins, the Cognacq-Jaÿs successfully combined entrepreneurial success and ethical values. Holding avant-garde social beliefs, they offered their employees a retirement fund, social housing, a hospital, a retirement home and even a gym within Samaritaine. For parents, Marie-Louise even opened a nursery in the heart of the department store. 150 years later, Samaritaine has inaugurated social housing and a nursery, as a nod to the commitment of the Cognacq-Jaÿs.

CLIENT EXPERIENCE

Over 150 years ago, the Cognacq-Jaÿs understood that the store had to be more than just a place to shop. It had to be a place of experiences. At the time, customers came to Samaritaine to attend reading fairs, theater plays and fashion shows. The desire to make the department store a buoyant, convivial place is still at the forefront in 2021.

THE GASTRONOMIC TRADITION

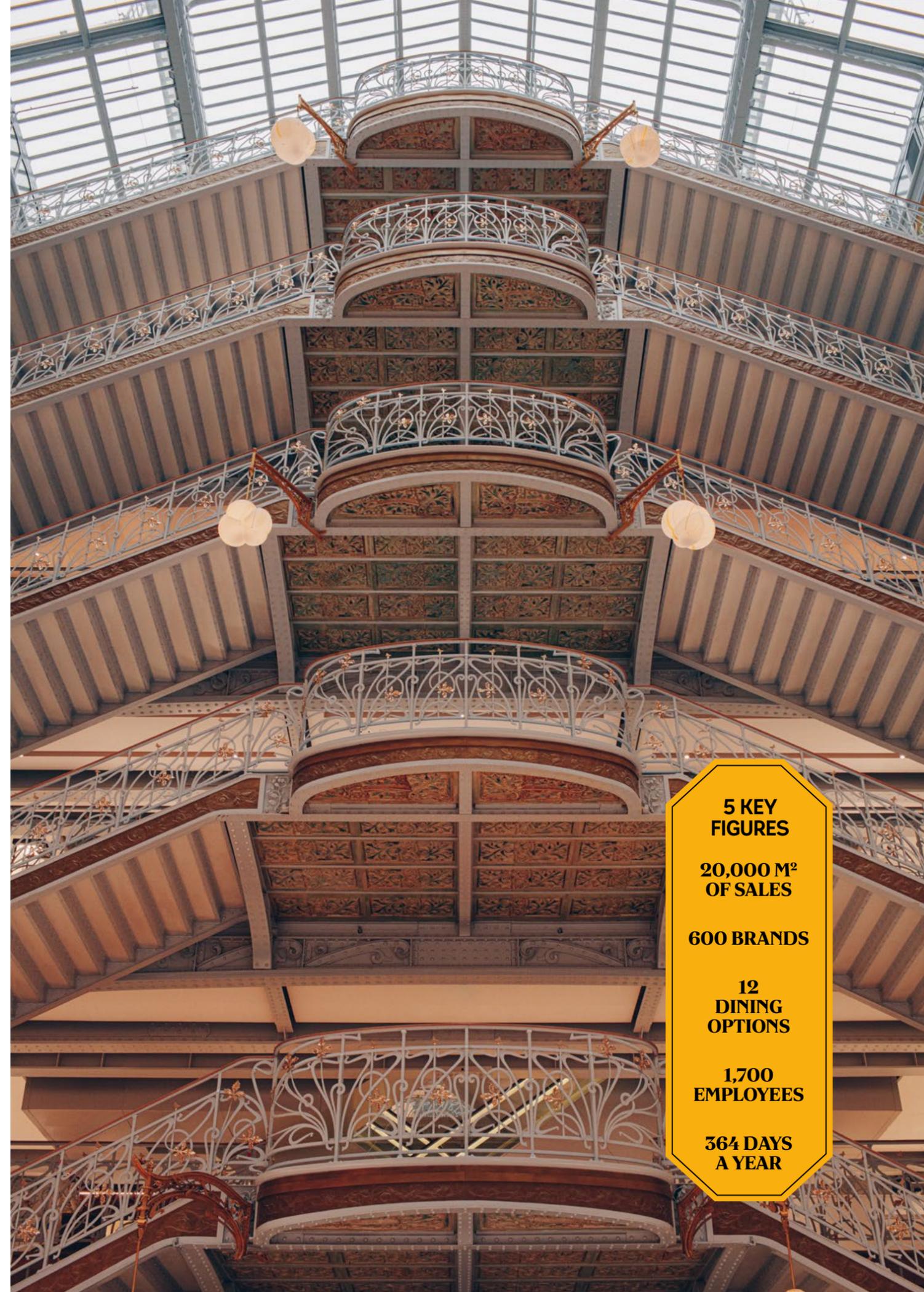
Called “The Belly” (in reference to the Halles nickname “the belly of Paris”), Samaritaine served 8,000 employees every day at the beginning of the 20th century. 2,000 kg of meat, 10,000 kg of potatoes and vegetables, 2,500 pieces of bread and 4,000 liters of wine, beer or milk were used for these 8,000 meals each day. In 2021, 12 food outlets spread throughout the store, offering gourmet discoveries from morning until night.

EXCEPTIONAL LIGHT

The Cognacq-Jaÿs were visionaries who placed light at the center of their architectural project. The result was a huge glass roof and small glass panels placed at floor level, to let light pour onto every floor. In 2021, natural light remains a cornerstone of the project with the completely renovated glass roof, the creation of two patios, one topped with a dome and the other with a glass umbrella roof.

A GREEN DEPARTMENT STORE

Samaritaine is part of a sustainable development approach since the entire building is certified with French and international labels ensuring the highest environmental quality: HQE, BREEAM, LEED and Qualitel. Energy consumption is reduced thanks to the use of renewable energies. On one hand, insulation and thermal comfort are guaranteed by the double or triple layers of the façade. On the other hand, the air is cooled by the geothermal energy and ice storage. In line with the city’s plan to go green, the Rivoli side of Samaritaine features a patio with trees that were specially chosen by the Japanese agency Sanaa for their harmonious aesthetic and ability to be watered only by rain water.



5 KEY FIGURES

20,000 M² OF SALES

600 BRANDS

12 DINING OPTIONS

1,700 EMPLOYEES

364 DAYS A YEAR

USEFUL INFORMATION



Châtelet-Les Halles



Louvre-Samaritaine

1 place du Louvre
Paris 1st



Rivoli Pont-Neuf,
Pont-Neuf Quai du Louvre

9, rue de la Monnaie
Paris 1st

+33 (0)188 88 60 00

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@SamaritaineParis



Châtelet, Louvre-Rivoli,
Mabillon, Pont-Neuf

Monday through
Sunday
10 a.m. - 8 p.m.

open 364 days a year
- closed May 1st -

samaritaine.com

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