

# THE T+L GUIDE TO SHOPPING IN *Paris*

*Le Mont St. Michel's boutique in the Marais neighborhood carries an array of Breton-stripe sweaters.*



You've been to the Louvre, the Tuileries, and the Eiffel Tower. Now it's time to bring home some of the city's legendary chic. From the venerable *grands magasins* and flea markets to the newest purveyors of street style, our experts will lead you to that essential outfit or objet you won't find anywhere else.



# THE ENTHUSIAST’S PARADISE

Paris lets you indulge your passions, no matter how out of the ordinary. Whether it’s antique maps, exotic spices, or artful graphic novels you seek, you’ll find it for sale here. **BY ALEXANDRA MARSHALL**



PEOPLE COME TO Paris for all the usual reasons: to explore museums, stroll the banks of the Seine, nibble pastries, and haunt bistros. But according to the informal polls I’ve conducted with visiting friends over the dozen years I’ve lived in France’s capital, above all else they come to shop. Who can blame them? Paris has been producing world-class design for centuries. Yes, many of the city’s signature goods have become available outside France, reducing the urgency to buy them at the source. But this hasn’t rendered the city’s offerings any less desirable—it’s just made it more of an adventure to sniff out the stuff you can’t get elsewhere.

▼ From left: Les Puces de St.-Ouen, one of the city’s famous flea markets; vintage Louis Vuitton luggage at the market.



Commit yourself to going local, one-of-a-kind, eccentric, or nerdy—qualities that Paris has in spades. The flea markets are a natural first stop. While on the weekends connoisseurs with cash to burn go north to **Les Puces de St.-Ouen** (*marcheauxpuces-saintouen.com*), where permanent stalls are filled with high-ticket antiques, stylish bargain hunters head in the opposite direction to **Les Puces de Vanves** (*pucesdevanves.fr*), at the southern edge of the 14th Arrondissement. It’s a proper Saturday and Sunday flea market with a far less intimidating degree of specialization: a joyful jumble of transferware by French producers like Sarreguemines or Saint-Amand, fur coats, wartime maps, and stentorian oil portraits, all from sellers eager to clear off their tables by morning’s end. On weekdays, go to the Ninth, where the basement level of the accessible, often quirky auction house **Drouot** (*9 Rue Drouot; drouot.com*) is loaded with antique medals, handbags, and enough wine to fell an army. These are less glamorous realms than beautifully curated boutiques like **Montaigne Market** (*18 Ave. Matignon; montaignemarket.com*), in the Eighth, or the **Broken Arm** (*12 Rue Perrée; the-broken-arm.com*), in the Marais. But no one back home will have anything you walk away from Drouot with.

Paris is a hobbyist’s dream. If you have a love of cooking or comics, you’ll find more here than you ever could on Amazon. It helps if you speak French, though sales staff on the geekier ends of the shopping spectrum use so much



ILLUSTRATION BY MAY PARSEY

jargon that even the fluent may need to just point. **E. Dehillerin** (*18-20 Rue Coquillière; edehillerin.fr*), an exhaustive cooking supply store, displays only floor samples of its high-ticket wares, so if you want a copper pot so large it could fit a small child, you have no choice but to use sign language to request it. Reading French also helps if you want to take full advantage of the country’s graphic novels, called *bandes dessinées* or *bédés*, but the artistry of Bastien Vivès’s love stories, Riad Sattouf’s memoirs, and Manu Larcenet’s goofy odysseys have a pull beyond language. Good selections are at **Album** (*67 Blvd. St.-Germain; albumcomics.com*), in the Latin Quarter, and **Opéra BD** (*2 Rue des Tournelles; operabd.com*), in the Marais. You can simply follow your nose at **Épices Roellinger** (*51 bis Rue Ste.-Anne; epices-roellinger.com*), the Second Arrondissement spice emporium of chef Olivier Roellinger, whose roasted cumin seeds, Madagascar vanilla, and buckwheat butter cookies are some of the easiest gifts to pack.

It would be a crime against the country to leave without Breton stripes, which the French really do wear, constantly.

**Le Mont St. Michel** (*96 Rue Vieille-du-Temple; lemontsaintmichel.fr*) uses heirloom knitting techniques to fashion Wes Andersonesque separates for men and women, for sale at its Marais boutique. While you will pay a wee bit more there, it’s worth it. But really, some of the best sailor shirts in town are at **Monoprix** (*multiple locations; monoprix.fr*), the local equivalent of Target, where almost anyone can afford to bring back multiples.



◀ Sennelier art-supply store.

▼ Linens embroidered by hand at Noël.



## Traditions of Excellence

With their roots in earlier eras, these establishments don’t break the mold—they made the mold. **BY JOSHUA LEVINE**

ANY PARISIAN WHO has put brush to canvas has likely bought paints at **Sennelier** (*3 Quai Voltaire; magasin.sennelier.net*). Well, since 1887 anyway, which is when chemist and colorist Gustave Sennelier opened his shop just across from the Louvre. Former clients include Picasso, Cézanne, and Degas.

The word *chemisier*, or shirtmaker, was coined for Joseph-Christophe Charvet, who opened the world’s first shirt store in 1838. **Charvet** (*28 Place Vendôme; charvet.com*) has made shirts for such notables as Baudelaire, Churchill, and Gary Cooper.

The Noël family began embroidering

linen in 1883. New owners took over the house of **Noël** (*1 Ave. Pierre Premier de Serbie; noel-paris.com*) 110 years later, but the shop still draws on the 13,000 patterns in its archives for its exquisite collections.

The 150,000 woodblocks at **Zuber & Cie.**’s factory, in the Alsatian town of Rixheim, are classified as French historical monuments. The firm has been using them since 1797 to print panoramic landscapes—Brazilian jungles, Swiss mountains—on wallpaper. Stroll by the Paris showroom (*36 Rue Bonaparte; zuber.fr*) to pick up a roll or two.



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**LOLA BURNSTEIN RYKIEL**

Owner of Le Chocolat Noir Public Relations

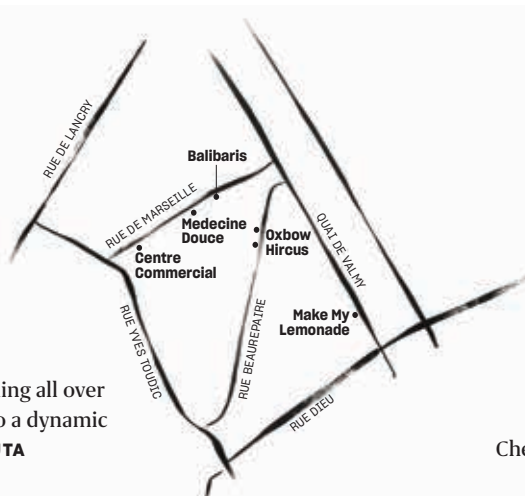
**I GREW UP IN** St.-Germain-des-Prés, where the flagship of my grandmother’s clothing label, **Sonia Rykiel** (*175 Blvd. St.-Germain; soniarykiel.com*), is located. The neighborhood is still one of my favorite places to shop. One of my go-to spots is **Moss** (*22 Rue de Grenelle; 33-1-42-22-01-43*), an under-the-radar shoe boutique that stocked brands like Golden Goose and Gianvito Rossi a decade before anyone else. **Sabbia Rosa** (*73 Rue des Saints-Pères; 33-1-45-48-88-37*) makes delicate, colorful undergarments in silk and lace. Three generations of women in my family have shopped for jewelry at the atelier of **Marie-Hélène de Taillac** (*8 Rue de Tournon; mariehelenedetailiac.com*). I have a pink sapphire ring she designed that I adore. At **Pharmacie du Four Bonaparte** (*26 Rue du Four; 33-1-46-33-20-81*), you can find French beauty staples from brands like Avène and Rogé Cavaillès at crazy low prices.



## NEIGHBORHOOD GUIDE

## CANAL ST.-MARTIN

Small, independent stores have been opening all over this bohemian quarter, transforming it into a dynamic shopping destination. **BY LINDSEY TRAMUTA**



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**DANIEL BOULUD**

Chef and restaurant owner

**CENTRE COMMERCIAL**

This multi-label boutique, founded by the owners of sustainable shoe brand Veja, specializes in colorful, casual clothing for men and women, including labels like Saint James, Roseanna, and Common Projects. 2 Rue de Marseille; [centrecommercial.cc](http://centrecommercial.cc).

**MEDECINE DOUCE**

At this boutique and atelier, jeweler Marie Montaud crafts an ever-rotating line of sleek accessories, from gold-plated brass hoop earrings with chiseled metal beads to ultrathin rings in 18-karat gold dotted with diamonds or precious stones. 10 Rue de Marseille; [bijoux.medecinedouce.com](http://bijoux.medecinedouce.com).

**MAKE MY LEMONADE**

With its pastel pink-and-green interior, this is the first brick-and-mortar shop from designer Lisa Gachet, whose penchant for vibrant prints and retro fashions has earned her a following online. 61 Quai de Valmy; [makemy.lemonade.com](http://makemy.lemonade.com).

**HIRCUS**

Think of this as the Everlane of Paris: luxurious garments—including grade-A Mongolian-cashmere tops, sweaters, and jackets for men and women—at reasonable prices, made using transparent production methods. 29 Rue Beaurepaire; [hircus.fr](http://hircus.fr).

**BALIBARIS**

With timeless cuts and well-made fabrics, this menswear label straddles everyday apparel and business casual in a subdued, classically Parisian color palette. 14 Rue de Marseille; [balibaris.com](http://balibaris.com).

**OXBOW**

France's leading brand of surf clothing now has a flagship, with wet suits, swimsuits, and accessories for stand-up paddleboarders. 31 Rue Beaurepaire; [oxbow.shop.com](http://oxbow.shop.com).

**MY WIFE** loves tea. You can find **Mariage Frères** in many places these days, but they have a unique blend at their salon in the Fourth Arrondissement (35 Rue du Bourg-Tibourg; [mariagefreres.com](http://mariagefreres.com)). We bring hot chocolate from **Angelina** (226 Rue de Rivoli; [angelina-paris.fr](http://angelina-paris.fr)) back to New York—our kids adore it.

**La Chambre aux Confitures** (multiple locations; [lachambreauxconfitures.com](http://lachambreauxconfitures.com)) sells its own wonderful seasonal fruit jams, as well as honey and a range of chocolate spreads. **La Bovida** (36 Rue Montmartre; [labovida.com](http://labovida.com)) is like a huge supermarket for cooking supplies. It's where I used to go as a young chef to see all the new equipment.



Earrings from Medecine Douce. Far left: Make My Lemonade, a new clothing boutique.



## Nouveaux Riches

Get up close and personal with the latest fashions at Galeries Lafayette—all while taking in the architectural wonder of its century-old stained-glass dome. **BY ELAINE SCIOLINO**



GALERIES LAFAYETTE, the grand department store complex in central Paris, is a great place to take visitors—and not just for shopping. It must be seen for its architectural masterpiece: a neo-Byzantine dome designed by artists of the Art Nouveau school of Nancy, in northeastern France, early in the 20th century. Soaring 141 feet above the topmost shopping floor, it consists of stained glass inside a metal frame carved with elaborate floral motifs.

You can now get closer to the dome via the Glasswalk, which opened late last year. Suspended 52 feet in the air, the 30-foot-long bridge has a glass strip in the floor for viewing the action below. It's also the perfect perch for seeing the coats of arms adorning the base of the dome, which represent the 10 French cities that were most important in the textile industry a century ago.

A more self-indulgent way to enjoy the view is to sit on the second-floor balcony at Kaspia, a branch of the restaurant on Place de la Madeleine. Caviar is Kaspia's specialty, though a plate of *tarama* with a flute of champagne as you look down over the vast expanse of shops and above to the colored dome is no less perfect. Head to the Ice Cube Bar on the rooftop terrace for cocktails and arguably the best free-of-charge view of the city.

Galeries Lafayette carries 3,500 brands of women's wear, menswear, beauty products, and housewares. When you need the perfect handbag but haven't decided on a designer, you can find the highest-end offerings, from Bottega Veneta to Louis Vuitton and Chanel. Unlike some boutiques, where you can only *look* at beautiful clothes, here you can touch them and try them on for fun. On rainy days it's a great place to go to lift your spirits. 40 Blvd. Haussmann; [galerieslafayette.com](http://galerieslafayette.com).

◀ The main atrium of Galeries Lafayette.

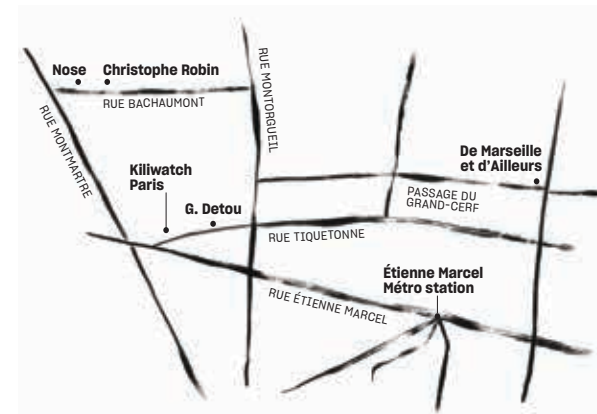


◀ Nose perfumery uses a library of reference scents to guide customer selections. Far left: Some of the many fragrances available at the boutique.

### NEIGHBORHOOD GUIDE

## QUARTIER MONTORGUEIL

The area near the Étienne Marcel Métro stop in the Second Arrondissement has a number of small boutiques and a welcome lack of crowds. **BY RACHEL FELDER**



### NOSE

This perfumery offers more than 500 scents—including options from Aether, Miller et Bertaux, and Heeley—but the assortment never seems overwhelming, thanks to a clean layout and a knowledgeable team. 20 Rue Bachaumont; [nose.fr](http://nose.fr).

### CHRISTOPHE ROBIN

This French hairstylist's products are cult favorites. The shop at his salon is grand yet inviting, with retro furnishings and a welcoming staff. The focal point is a shell-shaped sink that resembles a Renaissance fountain, where customers can have their hair washed and sample the wares. 16 Rue Bachaumont; [christophe-robin.com](http://christophe-robin.com).

### DE MARSEILLE ET D'AILLEURS

Located in a covered arcade that evokes a scene from a Balzac novel, this boutique offers handcrafted soaps as well as a small selection of personal-care and beauty products. 1 Passage du Grand-Cerf; [demarseilleetdailleurs.com](http://demarseilleetdailleurs.com).

### G. DETOU

A favorite of gourmands since the 1950s, this shop is packed with hard-to-find pantry items. Baking ingredients are a specialty, from silver dragées to chocolate bars from heritage French brands like Voisin and Weiss. 58 Rue Tiquetonne; 33-1-42-36-54-67.

### KILIWATCH PARIS

A mainstay for Parisian tastemakers looking for casual clothes, this concept store stocks pieces from French labels like Avoc and April 77, as well as accessories and vintage items. 64 Rue Tiquetonne; [kiliwatch.paris](http://kiliwatch.paris).

**I LOVE SHOPPING** in the First Arrondissement in the area around my store, **Memo Paris** (24 Rue Cambon; [memoparis.com](http://memoparis.com)). There's a fantastic lingerie brand, **Cadolle** (4 Rue Cambon; [cadolle.com](http://cadolle.com)), run by the same family for generations. I also like **Fauré Le Page** (21 Rue Cambon; [faurelepage.com](http://faurelepage.com)), which makes beautiful leather handbags. For clothes, **Le Bon Marché** (24 Rue de Sèvres; [24sevres.com](http://24sevres.com)) is one of the go-to destinations in Paris. It has a great selection of on-trend designers. **L'Écume des Pages** (174 Blvd. St.-Germain; [ecumedespages.com](http://ecumedespages.com)) is one of my favorite bookshops in Paris. I appreciate that it's open late at night.



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**CLARA MOLLOY**  
Cofounder of Memo Paris fragrances





## PRINTED MATTERS

In a city dedicated to providing aesthetic pleasure to residents and visitors alike, it's no surprise that some of the best bookshops highlight art, fashion, and photography. **BY SARAH MOROZ**

At **Librairie Marian Goodman** (66 Rue du Temple; [mariangoodman.com](http://mariangoodman.com)), a sleek and slender bookstore across the street from the influential Galerie Marian Goodman in the Marais, you'll find monographs on such artists as Gerhard Richter and John Baldessari, as well as a smattering of limited-edition art objects, like a scarf designed by Maurizio Cattelan. A few blocks away, **Le Comptoir de l'Image** (44 Rue de Sévigné; 33-1-42-72-09-17) is a compact boutique overstuffed with teetering stacks of vintage issues of *Vogue Italia*, *The Face*, and other collector bait. The wooden shelves bow under the strain of fashion books, including out-of-print titles by such photographers as Louise Dahl-Wolfe, Herb Ritts, and Walter Pfeiffer.

The prestigious auction house **Artcurial** (7 Rond-Point des Champs-Élysées; [artcurial.com](http://artcurial.com)), which occupies a stately 19th-century mansion, has its own bookshop, with sleek titanium shelves and tables that display titles on art, sculpture, ceramics, and furniture, including catalogues for current auctions. You'll find a more cutting-edge sensibility at **Le Bal Books** (6 Impasse de la Défense; [lebalbooks.com](http://lebalbooks.com)), which adjoins an art space of the same name. The neatly edited selection includes titles, many of them signed, from independent presses, zines from around the globe, and rare editions.

▲  
*Librairie Marian Goodman, an art bookstore in the Marais.*