

IZIPIZI IS OPENING ITS FIRST STORE!



STORE OPENING IN BACK-TO-SCHOOL SEASON 2017
46 RUE VIEILLE DU TEMPLE | 75004 PARIS

Launched in 2010 by a trio of forward-thinking young entrepreneurs, IZIPIZI, the brand for stylish and accessible glasses, reached a new milestone.

With 7 years of experience, some thirty staff members, more than 3,500 points of sale worldwide, and after the success of its first pop up store at the Carrousel du Louvre in 2015 – the fruit of its victory at the ‘Grand prix des jeunes créateurs du commerce’, awarded by Unibail Rodamco – IZIPIZI is opening its first Parisian flagship store!

Situated in the heart of the Marais district, the 35m2 space will bring together all of the adult and children collections – from the Reading to the Sun not to mention the Glacier, but also, the brand new Nautique – and will evolve throughout the seasons, reflecting the universe of the brand: fresh, dynamic and colourful codes for a clear and easy to read offering.

The storefront and wooden floor, which are typical of the Marais area, are harmonized with the neon and nude colors of Izipizi. The brand’s key materials have been carried through our store design ; the felt of the pouch displayed on the walls, and the colors of our furniture refer to the dark wooden colors of the displays.

The packaging becomes emblematic of the brand, shown either as a flag outside the storefront and larger at checkout.

An own-name store that compliments a commercial landscape that is mainly made up of the most beautiful concept stores in the world, covering more than 55 countries – Colette, Le Bon Marché, Merci in Paris, but also, Harrods and Selfridges in London, the MoMA, Dover Street Market and Neman Marcus in New York, not forgetting Isetan in Tokyo.

