HAVILAND

LIMOGES
1842

PRESS RELEASE

NEW BOUTIQUE





ABOUT HAVILAND

Founded in 1842 in Limoges, Haviland has embodied for nearly two centuries the excellence and avant-garde spirit of French porcelain.
Faithful to the pioneering vision of its founder, the manufactory continues to showcase worldwide the artistic creativity of the 19th and 20th centuries, shaped by the expert hands of its craftsmen. Its collections of tableware and decorative pieces bring a touch of refinement to even the most elegant interiors, re-enchanting everyday life.

PRACTICAL INFORMATION

Haviland Boutique
46 rue de Grenelle 75007 Paris

Opening hours:
Monday and Friday: 10 am –1 pm /2 pm –7 pm
Tuesday, Wednesday, Thursday, Saturday: 10 am –7 pm

Website: HAVILAND.FR

PRESS CONTACT

Juliette GARDINIER – jgardinier@haviland.fr

(Paris, May 27th, 2026)

HAVILAND OPENS A NEW BOUTIQUE IN THE CREATIVE HEART OF PARIS

46 rue de Grenelle, Paris 7th arrondissement

For over 180 years, Haviland has played a part in the history of the decorative arts by combining original patterns and pure forms with a creative avant-gardism, making it an essential reference of French art de vivre. As an iconic Limoges porcelain brand, Haviland actively contributes to its international renown.

Today, Haviland is opening a new boutique at 46 Rue de Grenelle, in Paris's 7th arrondissement. This exclusive venue, dedicated to showcasing its tableware and decorative object collections, offers visitors an immersive experience into the world of porcelain and its artistic heritage.



A new Parisian showcase in Saint-Germain-des-Prés

Inaugurated in the heart of Saint-Germain-des-Prés, the iconic Left Bank neighbourhood and cultural hub, this new venue symbolises the reinvention of the House of Haviland, whose boldness and creativity firmly place it at the forefront of the contemporary art scene.

Designed to inspire, the boutique is organised around the artistic movements that fuel the House's imagination. The *Souffle d'Or* and *Infini* collections notably express modernism and abstraction. Classicism and neoclassicism are reflected in the *Impératrice Eugénie* and *Louveciennes* collections. Finally, orientalism and exoticism are revealed in creations such as the *Dammouse* and *Rêves du Nil* collections.

This aesthetic eclecticism is also apparent in the venue's unique interior design. Drawing inspiration from late 19th century artists' workshops and offering a contemporary perspective, the boutique fosters dialogue by juxtaposing tradition and modernity through its unique furniture selection. Between a carefully sourced vintage jeweller's display case, large walnut dressers with clean lines highlighted in brass, and a lacquered desk in an electric blue emblematic of the 1970s, a contrast emerges as singular as it is harmonious.











The scenography also highlights signature collaborations, beginning with the long-standing partnership with the Ritz Paris, which celebrates its 115th anniversary this year. It is structured around new releases, including decorative pieces inspired by iconic patterns such as *Rêves du Nil Pourpre*, as well as artists' editions like the *Ginkgo* vase by Édouard-Marcel Sandoz and the *Éléphants* by Jules Desbois.

Finally, visitors are invited to rediscover the historical collections of the Ancienne Manufacture Royale. Founded in 1737 and put under the protection of the Count of Artois, the brother of Louis XVI, the Manufacture Royale continues to perpetuate exceptional craftsmanship by creating identical reproductions of 18th and 19th century tableware, true testaments to the French art de vivre.

A Bucolic Reesue, *Fleurs d'Auteuil*

Reissuing *Fleurs d'Auteuil* revives a living heritage, striking a balance between formal freedom, technical prowess and timeless floral poetry.

This emblematic pattern is a revolutionary milestone in the history of Haviland porcelain. Created in 1873 under the artistic direction of Félix Bracquemond, it was the first design to emerge from the creation studio of the time, the "Atelier d'Auteuil", established in Paris.

Inspired by the ornamental language of the 18th century, *Fleurs d'Auteuil* introduced a true aesthetic revolution, breaking away from rigid symmetrical compositions. Its immediate success sparked a wave of innovation, freeing porcelain aesthetics from established conventions and transforming traditional working methods. A technical pioneer, the decor introduced chromolithography on colored paper, combining industrial precision with artisanal refinement.











The composition brings together twelve different flowers, double roses, tulips, crested anemones, bearded irises, carnations, poppies, forget-me-nots and bellflowers, creating a true botanical paradise. It draws its inspiration from the history of the Atelier d'Auteuil's neighborhood.
From Alphonse Alphand's florists' garden to the renowned Jardin des Serres d'Auteuil, these havens for lovers of rare flowers were a clear source of inspiration for Léon Pallandre. Key figure of the 1870s and 1880s, Pallandre infused the Maison with a unique elegance, reinterpreting Rococo refinement with a poetic approach that combined ornamentation, intense colour, and modernity. The *Fleurs d'Auteuil* collection represents the essence of the brand. "Through it, Haviland pursues its clear and distinctive ambition: to re-enchant everyday life by bringing to life the artistic richness of France in the 19th and early 20th centuries," Tanguy de L'Hermite, Brand Director of Haviland.

Collection available from July 2026 across the entire Haviland network.

Download the photos via this link.