

## FAUCHON REINVENTING GOURMET LUXURY

We repositioned the Fauchon gourmet brand through a luxurious transformation of the historic flagship store in Paris into a theater of exceptional taste, devoted to pleasing the senses.

### WHAT WE DID

- Brand Positioning
- Color Codes
- Style Guide
- Store Concept and Design
- Experience Design
- Display Elements



The emblematic colors of the brand form a black and white setting of chic and refined discretion.



An open floor plan allows customers to stroll, browse, and shop with ease. Magenta color accents underscore the luxurious environment.

## **FAUCHON** **REINVENTING GOURMET LUXURY**

### **CHALLENGE**

Founded as a Parisian grocery stand in 1886, Fauchon has become a retail destination for food lovers around the world. Known for hand-selected produce, artisanal baked goods, delicate candies, and more, Fauchon found the need to update the store's environment to help reassert its authority in the luxury category. We were enlisted to redefine the total brand identity – color codes, store concept and design, display elements – and re-establish Fauchon's historic flagship presence on the Place de la Madeleine in Paris's fashionable eighth district.

### **SOLUTION**

We transformed Fauchon's in-store environment into a contemporary theater of gourmet taste, where the products themselves are the stars. The space is both diversified and striking, with simple and modern furnishings, and streamlined black and white graphic lines. A vibrant color palette of magenta and gold infuses the store with warmth and an air of culinary excellence. The Fauchon experience is one of unforgettable sensorial delights: Captivating moments where sights, sounds, smells, tastes, and textures come together in unexpected ways. The new design harmoniously captures this luxurious alchemy.



Architectural elements such as a spiral fruit fountain create dramatic impact and showcase the extraordinary food items.



Fruit, the core Fauchon product, is especially revered and displayed in mini baskets spread throughout the store.