

{ SHOP }

A Retail Revamp

WHEN LE BON MARCHÉ Rive Gauche opened in 1852, it revolutionized retail by selling ready-to-wear fashion and home accessories under one roof at consistent prices that middle-class residents could afford. Engineer Gustave Eiffel (yes, that Eiffel) helped design the department store in the artsy Left Bank district in Paris, and last year, renovations — which included transforming the ground-floor men's department into an apartment-inspired showplace and adding a barber shop, a shoeshine stand and personalized, by-appointment styling advice — gave a touch of luxury to the culturally significant structure. But the store didn't stop there. Le Bon Marché also welcomed new in-store men's boutiques by Dior and Gucci, plus a refreshed accessories-and-horology department debuted last month featuring chic watch displays and a tighter focus on trendy timepieces. An experienced watch mechanic is on hand to answer customers' questions and complete repairs. Next up: a new wine-and-spirits cellar opening in November in the store's La Grande Épicerie de Paris food pavilion. Black granite floors, sleek glass cases and special lighting will protect and showcase thousands of rare bottles from around the world.

www.lebonmarche.com —RENEE BRINCKS

