

# LANVIN

Paris - 20<sup>th</sup> July 2023

22 rue du Faubourg Saint-Honoré  
Paris 75008

***MADISON FLAGSHIP STORE OPENING  
LANVIN TO UNVEIL INAUGURAL FLAGSHIP CONCEPT IN NEW YORK CITY, DESIGNED BY  
BERNARD DUBOIS ARCHITECTS***

20 July 2023 – New York City. LANVIN opens the doors today to its new flagship boutique at 855 Madison Avenue in New York City's Upper East Side. Developed by Bernard Dubois Architects, the concept and design introduce a bold new retail architecture for the oldest continually-operating French couture house, a majestic context for the exuberance and chic of LANVIN today.

Bernard Dubois is widely esteemed for his rigorous, neo-modernist aesthetic and for possessing a controlled sense of drama. In establishing a vocabulary for LANVIN architecture and interiors, Dubois has drawn inspiration from the Neoclassical and Art Deco movements—two periods that are integral to the house's heritage. Elements of classical architecture such as enfilades, symmetries, columns and architraves are carefully interpreted throughout. Ornamentation is spare and precise. Furniture and custom fixtures are comprised of Dubois' own design and a curation of objects from the house archive and select design galleries. Materials including oxidized and hammered brass, limestone, marmorino and beige velvet create a rich panoply of textures across a restrained tonal palette. The concept echoes with the works of architects Auguste Perret and Eckart Muthesius, delivering a singular sophistication to the physical and immaterial dimensions of space at once.

The new LANVIN Madison Avenue flagship will house women's and men's ready-to-wear, accessories, footwear and LANVIN Lab. A private salon dedicated to formal and occasion dressing debuts with the boutique opening and the upcoming autumn introduction of Edition Soir, a new perennial capsule dedicated to cocktail and evening attire, the stylistic spine of the maison. Over the next year, LANVIN will amplify its retail operations with boutique openings in Riyadh, Saudi Arabia, Costa Mesa's South Coast Plaza and Bal Harbour Shops, Florida.



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## *ABOUT BERNARD DUBOIS ARCHITECTS*

A rigorous and analytical approach. A frontal and inclusive aesthetic. The Belgian architect Bernard Dubois blurs the lines between genres. Drawing references from different periods, he creates coherence and brings together what the history of architecture opposes.

Bernard Dubois studied photography before he graduated as an architect from La Cambre in 2009. In 2014, shortly after founding his architecture firm, Dubois was co-curator of the Belgian Pavillion at the Venice Biennale, with the project Interiors. Notes and Figures. He continues to carry out an active reflection on subjects that are close to his heart, notably as co-director of the AA Visiting School Brussels from 2016 to 2019.

Whatever the nature of the project, the vocation of Bernard Dubois' architecture is to be informed, contextual, and fundamentally cultural.

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