



STYLE FILE

Clockwise from this picture: Brutal Ceramics founder Estelle Loiseau; display at Abstraction; Parisian street scene; Charlotte Chesnais in her shop; Place des Victoires; Artazart; interior of Nose



SHOPPING IN

PARIS

IN THE CITY THAT INVENTED GOOD TASTE, LOCAL CREATIVES ARE UPDATING FRENCH CRAFT AND STYLE FOR A NEW GENERATION BY MIXING INFLUENCES FROM HOME AND ABROAD.  
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PHOTOGRAPHS BY JOANN PAI



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## STATEMENT STYLE

Paris is the city that keeps on giving when it comes to fashion, and French designer Alexandre Mattiussi's label **Ami** is proof of that. Blurring the lines between genders, and formal and casual wear, it captures today's less contrived chic. After working at Dior and Givenchy, Mattiussi launched his own international brand in 2011, which now includes a shiny new flagship in Seoul. His SS23 show attracted icons such as Catherine Deneuve, Carla Bruni and Xavier Dolan, while star and street-cast models twirled on the catwalk. Best-known for its bright De Coeur logo knitted jumpers, Ami (which represents the founder's initials) first launched with a men's collection, followed by a "menswear for women" line. At the SS23 show, pieces were

sharp and urban with a 1960s twist that plays with traditional tailoring and more sensual lines, including genderless oversized coats, slinky dresses and colour-block silhouettes. Perfect for wearing underneath all that are cheeky knickers by **Henriette H**, whose founder, actor turned designer Sarah Stagliano, stamps her signature frilly white undies with spicy words like "Wet", "Milf" or a simple "Oui". [amiparis.com](http://amiparis.com); [henrietteh.com](http://henrietteh.com)

## HANDCRAFTED WARES

Estelle Loiseau, creator of Le Polyèdre travel blog, was inspired to set up **Brutal Ceramics** after a year in Japan. Loiseau loved the way that the Japanese create many different types of containers for serving food. On her return to Paris, the former architect opened her ceramic

tableware boutique with products made by nature-focused artists who work with organic forms and materials. [brutalceramics.com](http://brutalceramics.com)

## FURNITURE FIX

The Saint-Ouen flea market is the city's mainstay for furniture hunting, but it's also worth checking out interior designer Sarah Lavoine's handful of showrooms, including one in an old glass-roofed atelier in the 16th arrondissement. She launched her design studio, **Maison Sarah Lavoine**, in 2012 and her signature take on mid-century design woven with cosy fabrics and cheerful colours (including her own shade, Bleu Sarah) is intrinsic to her furniture, homeware and clothing line. For more of a statement piece, **Galerie Kreo** is the go-to for clued-up designers and collectors. ➤

Clockwise from top left: Shop window at OFR; design detail at Maison Sarah Lavoine; Amalthea interior; personalised lingerie at Henriette H; founder of Henriette H, Sarah Stagliano (right); façade at Nose

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► The “research laboratory”, with an outpost in London, was launched in 1999 by influential designers Clémence and Didier Krzentowski, who have produced limited-edition contemporary works exclusively for the gallery by big-name designers such as Virgil Abloh and Ronan and Erwan Bouroullec. They also curate a collection of 20th-century French and Italian lighting, one of Didier’s many passions. [maisonsarahlavoine.com](http://maisonsarahlavoine.com); [galeriekreo.com](http://galeriekreo.com)

### JEWELLERY AS ART

After a nine-year run at Balenciaga, **Charlotte Chesnais** launched her eponymous collection of striking sculptural jewellery. Inspired by art, sculpture and anatomical drawings, the collection includes hoop earrings that appear to hover above the lobes, vermeil bracelets that

spiral from wrist to palm and four-finger rings. Lines are clean and classic, but unique in the way the pieces twist around parts of the body like gravity-defying organic artworks. [charlottechesnais.com](http://charlottechesnais.com)

### DESIGN BOOKSHOPS

When Marie and Alexandre Thumerelle opened **OFR** (Open, Free and Ready) in the late 1990s, they were serving a Paris subculture crying out for a creative hub. Arty types come to this independent bookshop in the Marais to flick through highbrow fashion and art magazines, and books that spill outside onto trestle tables. With an offshoot in the 10th arrondissement, as well as in the US and Asia, it also publishes its own titles, puts out capsule collections, makes films and has an event

space. Another go-to for visual arts is **Artazart**, opened in 2000 by Carl Huguenin and Jérôme Fournel in a former shoe atelier previously overseen by a mistress of notorious French gangster Mesrine. The gallery-cum-library stocks photography and design books, international magazines and beautifully illustrated children’s books. [@ofrparis](https://twitter.com/ofrparis); [artazart.com](http://artazart.com)

### CONSCIOUS BEAUTY

In 2018, after working for eight years in finance, Maryll Beaux launched **Amalthea**, an organic and eco-conscious skincare brand created with nature at its heart. The reusable packaging can be refilled at the company’s boutique, where you can also book treatments for skin, body and mind. Another brand turning things around in the beauty industry is Juliette Levy’s **Oh My Cream** clean beauty concept store, which she set up in 2013, at the age of 25, as a place to bring together her favourite labels. Today, Levy has 22 stores in France and one in London, with a second due to open at the end of 2023. [amalthea.organic](http://amalthea.organic); [ohmycream.com](http://ohmycream.com) 📍

### SCENTS AND THE CITY

#### MEET THE PERFUMERS OF PARIS

One of the country’s most celebrated olfactory creators is **Francis Kurkdjian**, part of a new generation who specialise in making bespoke scents. His maison’s iconic perfumes include the rich, heady Oud Satin Mood with amber, sandalwood and vanilla notes. [franciskurkdjian.com](http://franciskurkdjian.com)

Another spot is the beautifully curated perfume concept store **Nose** near the Marais, which now also carries skincare and make-up. Experts will find the perfect scent for you from their 1,500 references, based on your olfactory diagnosis. [noseparis.com](http://noseparis.com)

After 15 years in the fragrance industry, Sébastien Plan launched atelier **Abstraction** in Montmartre, where he also hosts workshops. He ages perfume like wine to get unique “vintages” with playful names such as Our Own Backyard and Accidental Maybe, all made and bottled in Paris. [abstractionparis.com](http://abstractionparis.com)

At **Ex Nihilo**, technology and perfumery combine to create disruptive artisan scents. Pick up one of its existing fragrances, such as the alluring musk and sandalwood Santal Calling, or ask for your own version to be blended and personalised. [ex-nihilo-paris.com](http://ex-nihilo-paris.com)

*Clockwise from top left: Abstraction founder Sébastien Plan; jewellery at Charlotte Chesnais; scent lab at Abstraction; bowls by artist Cindy Liao Rasamoelina at Brutal Ceramics*