

Paris Report

November 2025

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1. Le Défilé Renault

Project Overview

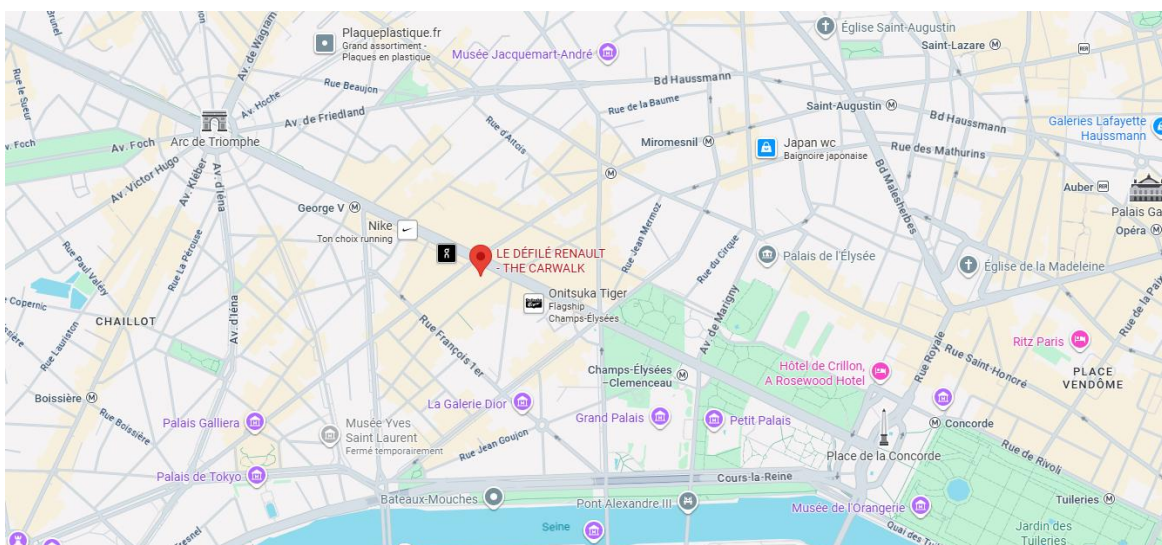
In September 2025, Renault's new flagship venue, "Le Défilé Renault – the Carwalk," opened on the Champs-Élysées. This historic location is where Renault first established its showroom in 1910 and has long been celebrated as a symbol of Paris. Reborn after approximately three years of renovation, the new facility goes beyond the concept of an automobile showroom, emerging as a cultural and urban destination that embodies the spirit of modern Paris. Designed by French architect Franklin Azzi, the approximately 2,000-square-meter space features a 170-meter spiral ramp known as the "Carwalk," which guides visitors to the upper level. With a slope of less than 4%, the ramp ensures comfortable accessibility for all, including wheelchair users. At the center of the building is an agora-style gathering space that includes a restaurant, surrounded by exhibition areas, retail shops, and cafés—forming a multifunctional complex designed for exploration and engagement. The exterior showcases a 185-square-meter glass façade that visually connects the street with the interior while allowing natural light to pour in. Inside, the walls feature a repeating motif of the Renault logo, creating an architectural expression of the brand's identity. Beyond displaying classic models and the latest concept cars, the venue hosts an array of events, including lectures, film screenings, and art programs, positioning itself as a crossroads of automotive and pop culture.

"Le Défilé Renault" stands as a symbolic stage linking the brand's century-long legacy to its future, establishing a new landmark on the Champs-Élysées where culture, design, and urban life converge.

Project Details

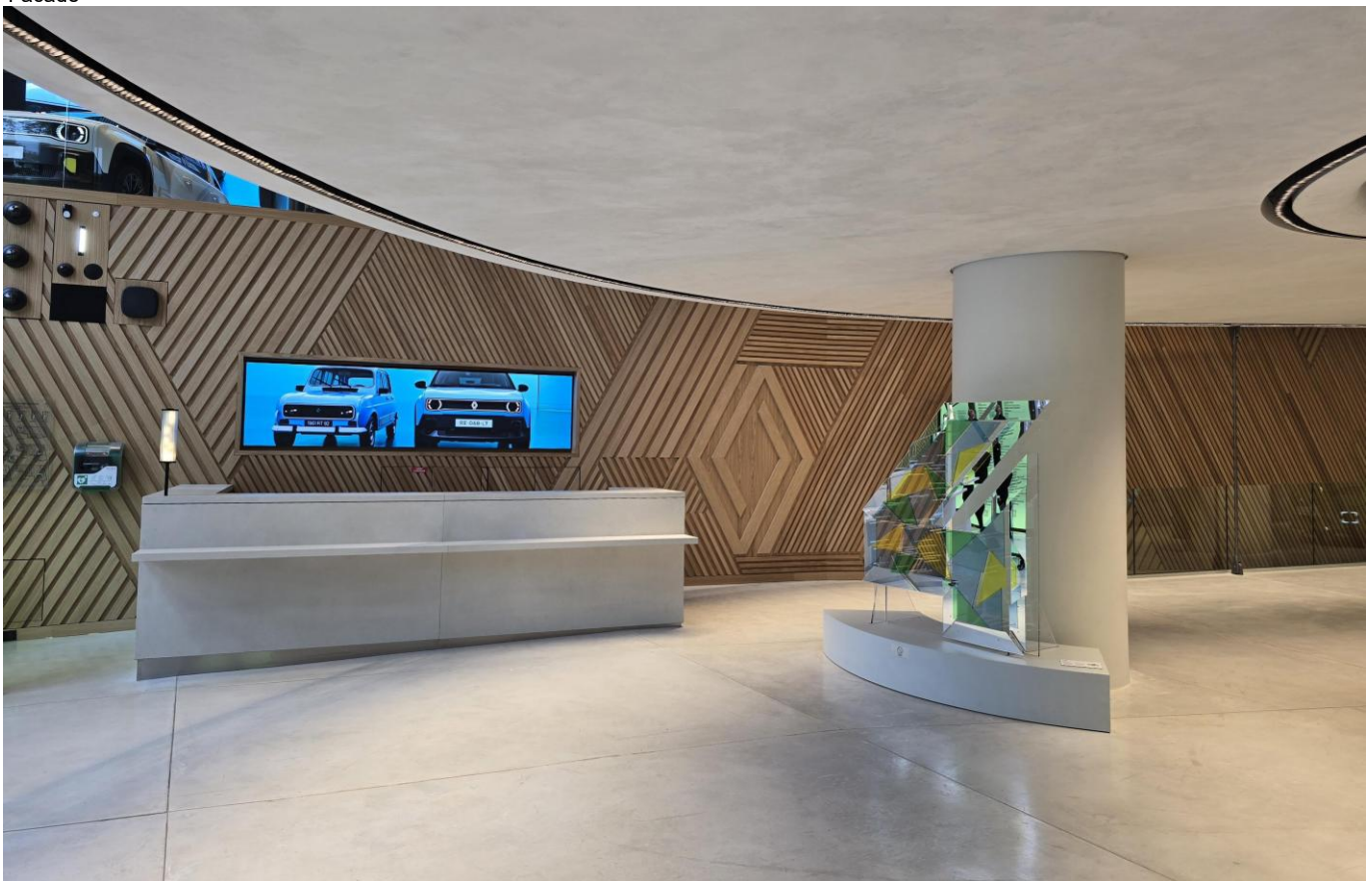
1. Brand: Renault
2. Type of Business: flagship store and cultural experience venue
3. Open Date: 09/2025
4. Location: 53 Avenue des Champs-Élysées, 75008 Paris France
5. Size: 2000m2
6. Architect: Franklin Azzi

Location Map





Facade



Building interior 1



Building interior 2



Building interior 3



Building interior 4



Building interior 5

2. Onitsuka Tiger, Champs-Élysées

Project Overview

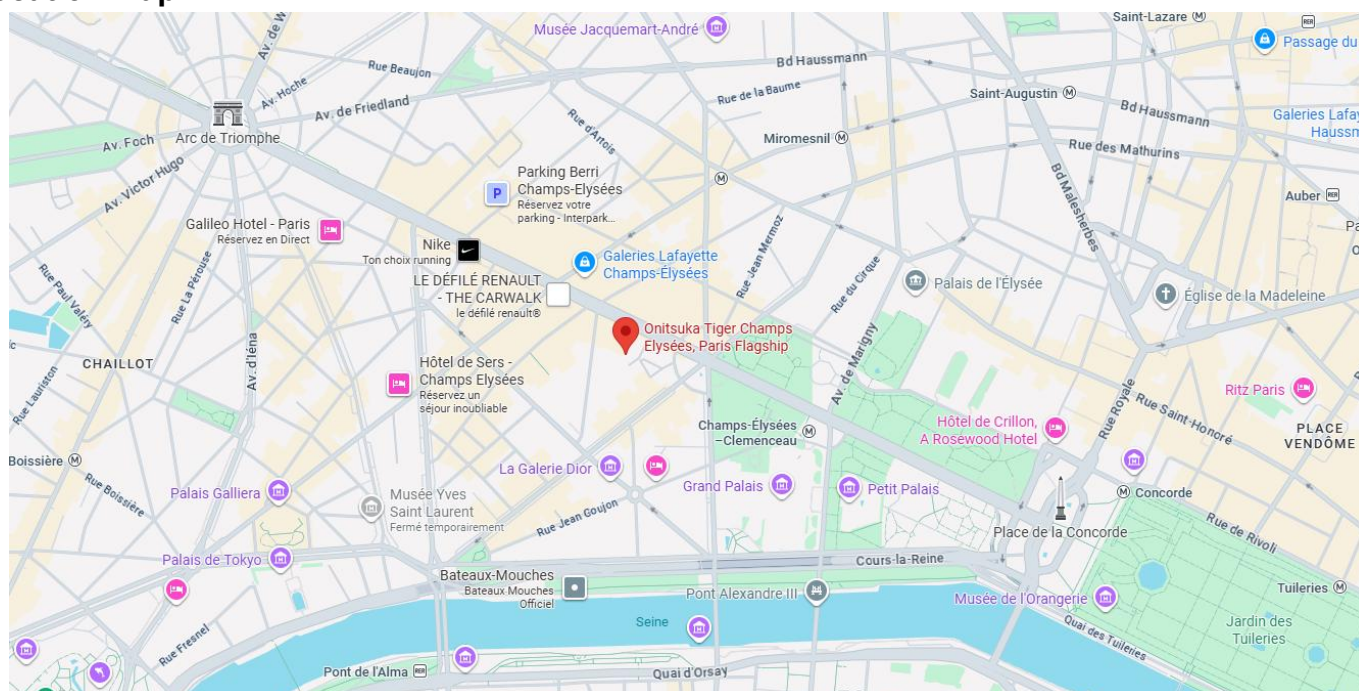
In July 2025, Onitsuka Tiger opened its global flagship store at 25 Avenue des Champs-Élysées. Set within a historic mansion built in the late 19th century, the façade is adorned with the brand's iconic yellow neon logo, leaving a striking impression on passersby. The interior, designed by the Milan-based architecture firm Studio Dini Cataldi, presents a refined balance between “Japanese minimalism” and “the elegance of Parisian architecture.”

The store spans two levels: the ground floor showcases the latest footwear collections, while the basement level offers shoes, accessories, and apparel. Toward the back, a distinctive fitting room occupies what was once a vault, preserving the building's historic character. The space is accentuated by signature yellow furnishings, plexiglass fixtures, and staircases set against a raw concrete ceiling and glossy black floor, creating a dynamic visual contrast. In addition to its retail functions, the store includes a café, archival displays, photography exhibitions, and architectural installations, all designed to immerse visitors in the world of Onitsuka Tiger. This flagship location embodies the brand's fusion of tradition and innovation, firmly establishing its presence on one of the world's most renowned avenues.

Project Details

1. Brand: Onitsuka Tiger
2. Type of Business: Retail store
3. Open Date: 07/2025
4. Location: 25 Avenue des Champs-Élysées, 75008 Paris France
5. Size: 520m2
6. Architect: Studio Dini Cataldi

Location Map





Facade



Store Interior 1



Store Interior 2



Adjacent Cafe