

Paris Report

May 2026

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1. Le Café Lacoste

Project Overview

In February 2026, Le Café Lacoste opened near the brand's flagship store on the Champs-Élysées. While Lacoste has operated pop-up and in-store cafés before, this marks its first standalone permanent café worldwide, drawing significant attention. The open façade, featuring large glass panels, creates a bright and modern impression while maintaining harmony with the surrounding cityscape.

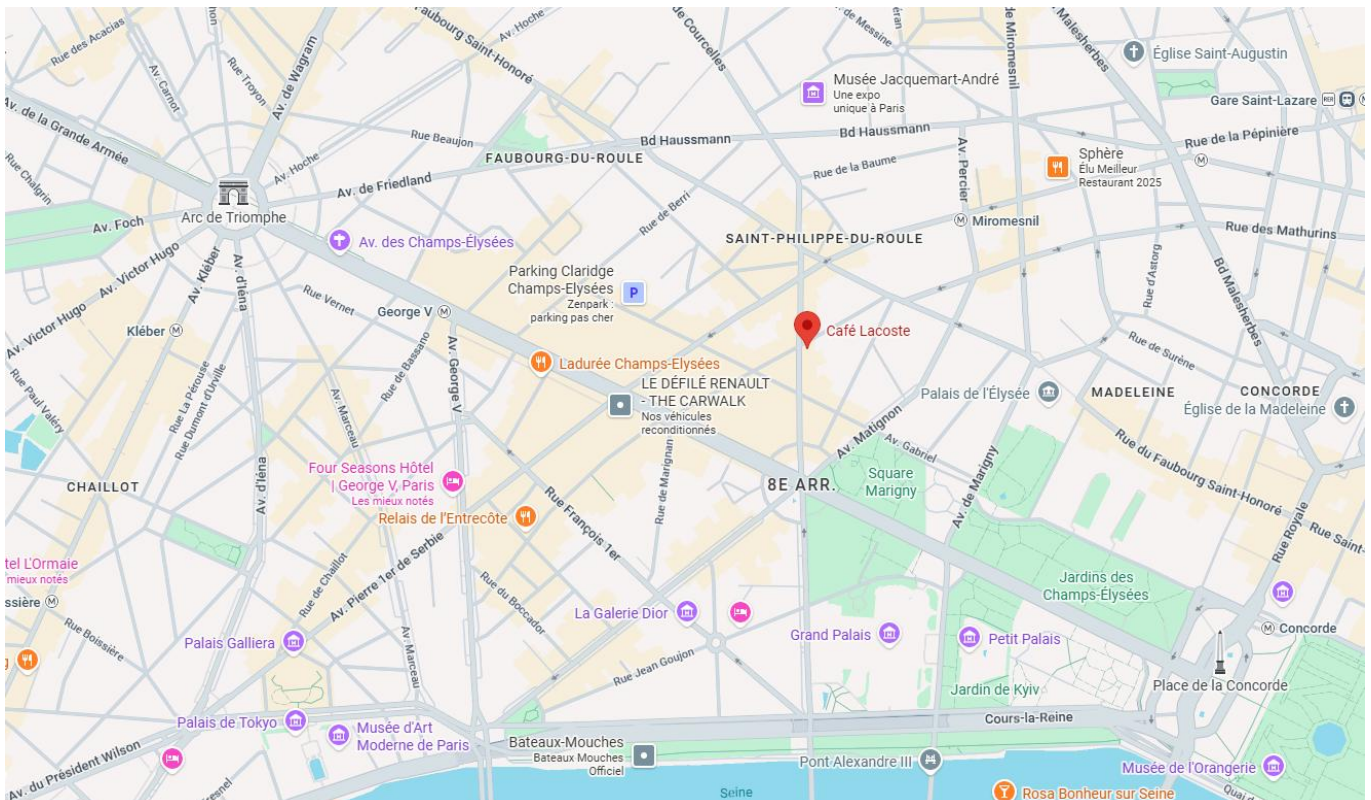
The interior incorporates the brand's signature green and white palette, evoking a tennis-court aesthetic. Natural materials such as wood add warmth to the minimalist design. The brand's tennis DNA is reflected throughout the layout, materials, and color scheme, clearly expressing the concept of "sporty elegance."

Exclusive items available only at this location—such as logo-adorned Limoges porcelain, gourmet products, polo shirts, and crocodile-inspired signature sweets—further enhance the brand experience, making Le Café Lacoste a destination that goes beyond a dining space.

Project Details

1. Brand: Lacoste
2. Type of Business: Café
3. Open Date: 02/2026
4. Location: 16 avenue Franklin Delano Roosevelt, 75008 Paris France

Location Map





Facade



Store Interior 1



Store Interior 2



Store Interior 3



Store Interior 4



Store Interior 5

2. World of Frozen, Disneyland Paris

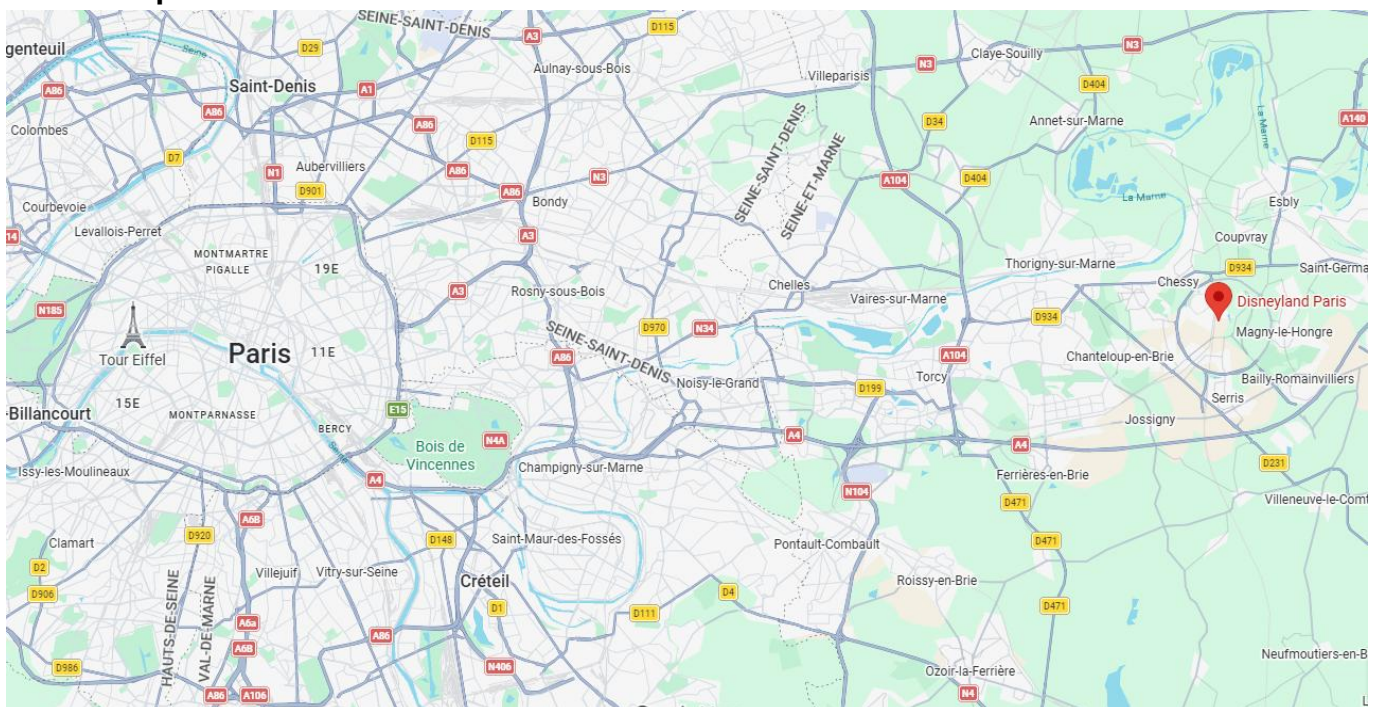
Project Overview

In March 2026, a new area called “World of Frozen” opened at Disneyland Paris. The resort comprises two parks—Disneyland Park (1992) and Walt Disney Studios Park (2002)—and is Europe’s most visited tourist destination, attracting approximately 15 million visitors annually. The new area expands the second park, which has long been themed around the behind-the-scenes world of filmmaking. Centered on North Mountain, which rises to approximately 36 meters, the world of Frozen is recreated at full scale. The architecture draws on historic Nordic styles, featuring wooden façades, richly colored exteriors, and intricate detailing. Integrated water features further enhance the landscape design, creating an immersive environment where architecture and nature blend seamlessly. Inside, detailed woodwork, royal-inspired motifs, and story-driven elements unify the attractions, restaurants, and shops within a cohesive theme. Lighting effects and water shows transform the atmosphere from day to night, making time itself part of the experience. This fusion of architecture, landscape, and production design allows visitors to step into the story world, marking a major transformation of the second park into a fully immersive adventure destination. More than a simple expansion, the project redefines the park’s identity. The park has also been renamed “Disney Adventure World,” with future plans including a new area themed around The Lion King. The result is a destination where multiple story worlds connect seamlessly, encouraging longer stays.

Project Details

1. Brand: Disney
2. Type of Business: Amusement park
3. Open Date: 03/2026
4. Location: Bd de parc, 77700 Coupvray France

Location Map





New Area Landscape 1



New Area Landscape 2



New Area Landscape 3



New Area Landscape 4