

Paris Report

May 2026

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1. PSG Café

Project Overview

In March 2026, PSG Café, created by the football club Paris Saint-Germain FC, opened on the Champs-Élysées. Surrounded by flagship stores of sports brands such as Nike and Adidas, the café is positioned as an experiential brand hub within an urban context where sports, fashion, and tourism intersect.

The café is located within the club's official boutique at No. 92 and connects seamlessly with the retail space. The interior design adopts the club's signature red, blue, and white palette while maintaining an overall minimalist and refined tone. Subtle decorative elements—such as the club logo and cups featuring an Eiffel Tower motif—reinforce the visual identity without overwhelming the space, resulting in a contemporary and light atmosphere.

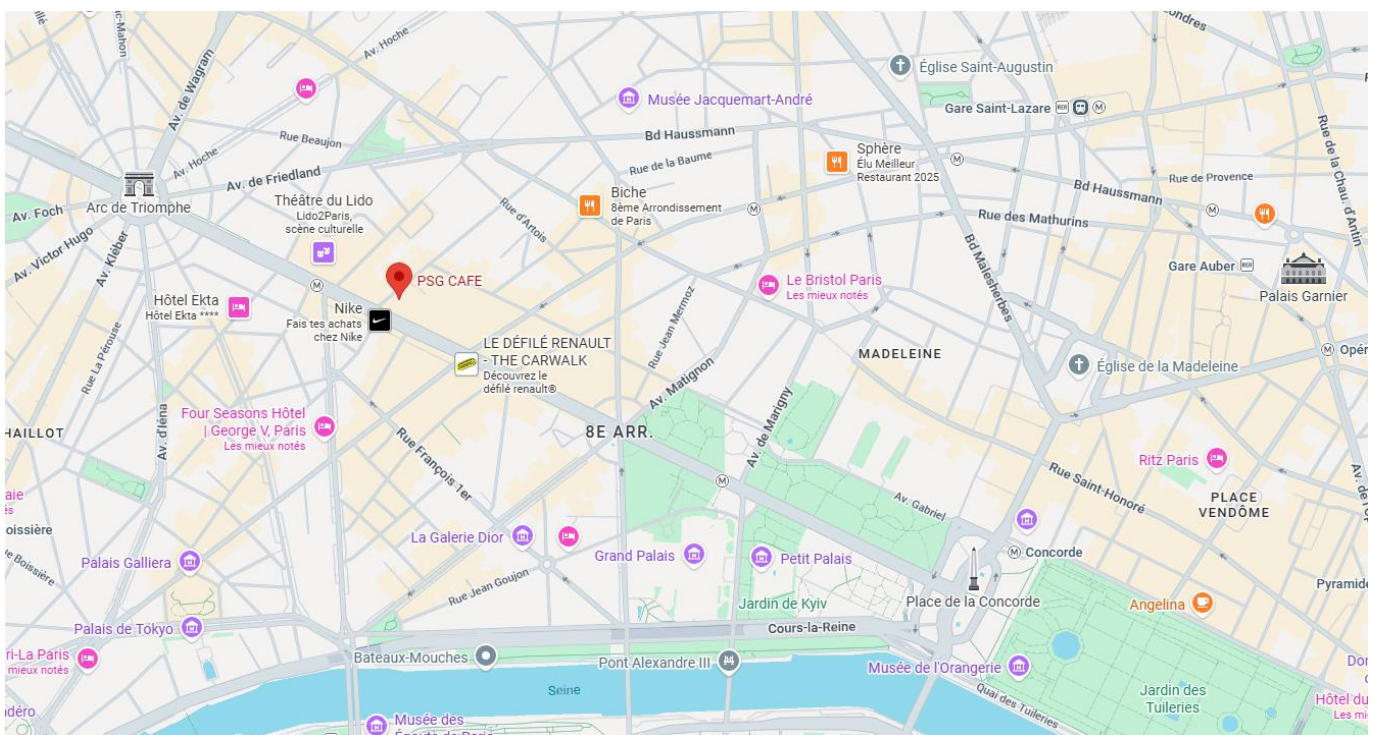
Despite its limited footprint, the layout is efficiently planned, prioritizing takeaway demand while still providing a small number of seats for short stays—an approach suited to compact urban retail environments. Though small in scale, the design successfully integrates urban context, visual identity, and circulation, presenting a new model for commercial spaces in contemporary Paris.

Notably, Louis Vuitton is also scheduled to open its first hotel on the Champs-Élysées in 2026, further accelerating the fusion of luxury and lifestyle along the avenue.

Project Details

1. Brand: Paris Saint-Germain FC
2. Type of Business: Café
3. Open Date: 03/2026
4. Location: 92 Avenue des Champs Elysées, 75008 Paris France

Location Map





Facade



Store Interior 1



Store Interior 2



Store Interior 3



Store Interior 4



Store Interior 5

2. La Parapharmacie Carré Opéra

Project Overview

In April 2026, La parapharmacie Carré Opéra opened within the Beauty & Skincare zone on the basement level of Galeries Lafayette Haussmann. Unlike pharmacies, parapharmacies specialize in health and beauty products that do not require prescriptions. In France, where dermocosmetics grounded in dermatology and thermal-water research are highly developed, this category is widely recognized as a space between medicine and beauty.

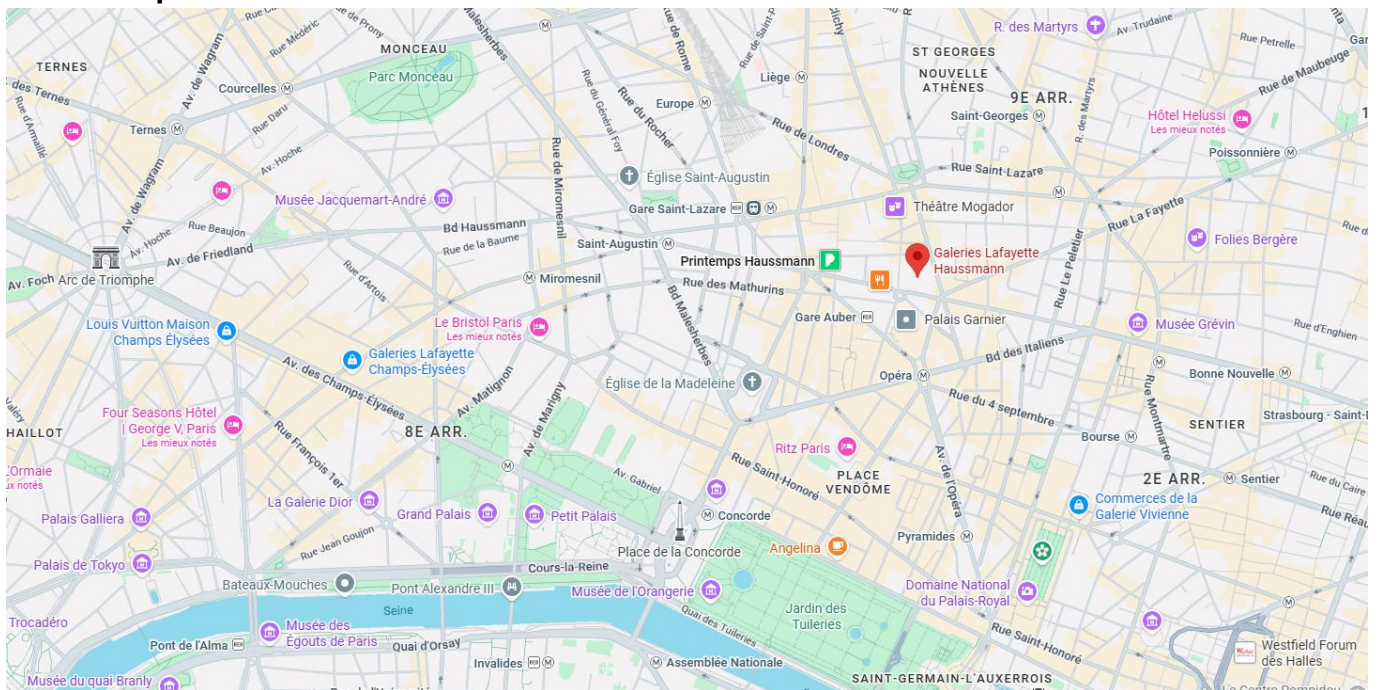
The approximately 250 m² sales area was created in collaboration with the Carré Opéra Group, which operates pharmacies and parapharmacies in the Opéra district. The store brings together more than 200 laboratories and around 6,000 products. The interior uses white and natural tones to convey medical reliability and cleanliness while maintaining the level of refinement expected of a luxury department store.

Beyond retail, La parapharmacie Carré Opéra functions as an experiential space, offering counseling and expert advice that adds value to the product selection process itself. Following an approximately 18-month renovation, Galeries Lafayette Haussmann has been transformed into one of France's largest beauty destinations, spanning three floors and about 4,000 m². With more than 450 brands covering skincare, makeup, and fragrance, the new parapharmacy plays a central role in supporting this next-generation retail environment.

Project Details

1. Brand: Galeries Lafayette
2. Type of Business: Parapharmacie
3. Open Date: 04/2026
4. Location: 40 Boulevard Haussmann, 75009 Paris France

Location Map





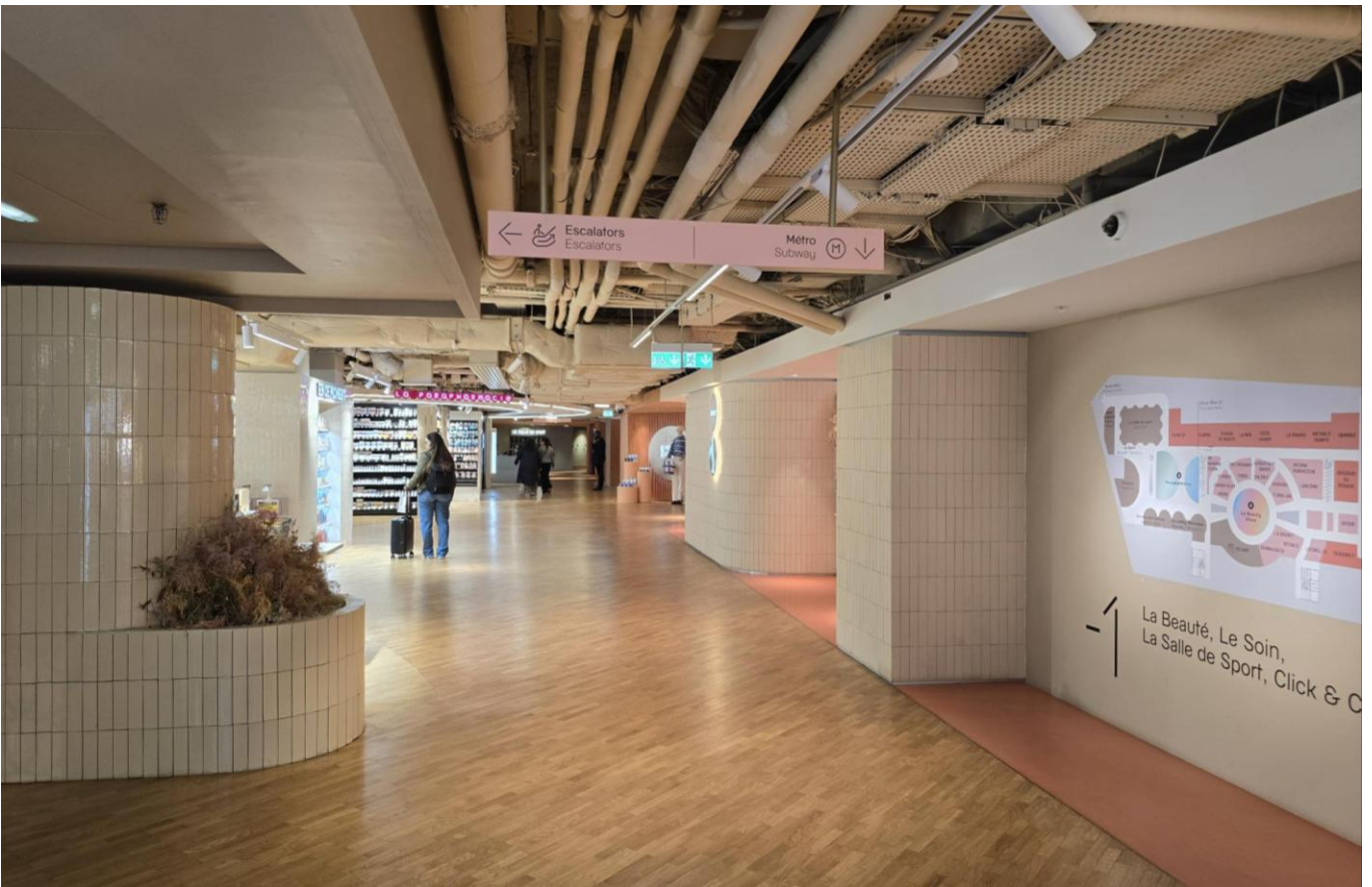
Store Interior 1



Store Interior 2



Store Interior 3



Store Interior 4