



Mayor Anne Hidalgo, A poster promoting fashion week.



# CITY HALL SHINES SPOTLIGHT ON FASHION

The Eiffel Tower will be lit up with the slogan “Fashion Loves Paris,” among other projects.

By LAURE GUILBAULT

**T**he City of Light is raising its game for show season. Mayor Anne Hidalgo has been a major backer of the fashion industry since taking office in March, and now her support is visible on the Champs-Élysées.

Banners bearing the slogan “La Mode Aime Paris” (“Fashion Loves Paris”) are being displayed all along the famous avenue through Oct. 5. (The campaign, featuring a Vanessa Seward black dress with clovers, is also promoted throughout the French capital.)

“Fashion will always be at home in the city where it was born. It’s in Paris that the history of fashion will continue to be written,” said Hidalgo, who revealed in March that Paris would invest some 60 million euros (\$67 million at current exchange) in the fashion industry between now and 2020.

Among her flurry of initiatives is to illuminate the Eiffel Tower every night between Sept. 30 and Oct. 7 with the fashion week slogan – Hidalgo is slated to throw the switch from the Palais de Chaillot on Sept. 30.

For the first time, the mayor’s office is partnering

with the Fédération Française de la couture du Prêt-à-Porter des Couturiers et des Créateurs de Mode for *Nuit Blanche*, an annual free contemporary arts festival held for one night. This year, it will take place on Oct. 3 starting at 7 p.m. and run until dawn on Oct. 4. About 30 international artists will participate.

On Oct. 6, she will welcome designers, buyers and press to an evening reception at Paris City Hall that’s cohosted by Ralph Toledano, president of the Fédération Française and Bruno Pavlovsky, president of the *Chambre Syndicale*.

City Hall will also be the set for the Yohji Yamamoto show on Oct. 2. It’s understood that Hidalgo, who has been spotted front row at runway shows in the past, including Lanvin, plans to attend Chanel on Oct. 6.

City Hall also has an exhibition, “Le Dressing de Rêve des Parisiens” (“The Parisians’ Dream Dressing Room”) that is accessible through the 29 Rue de Rivoli entrance. Curators Régis Pannel, the founder of concept store *L’Exception*, and Philippe Zorzetto, whose flagship is at 106 Rue Vieille du Temple, will feature 50 Paris-based fashion labels including Andrea Crews, *Commune de Paris* and Melinda Gloss. The show runs until the end of October.

The city’s fashion schools also will be open to the public during fashion week. These include *École Duperré*, which remains a public institution and whose alumni include Bouchra Jarrar and Christine Phung, and *Chambre Syndicale de la Couture Parisienne*, whose graduates include Yves Saint Laurent and Alexis Mabille.

Both schools will be showcasing their students’ work.

*La Fabrique*, meanwhile, is to host on Oct. 1 a panel discussion on the evolution of fashion. ■

## Vionnet’s Retail Connection

● Vionnet is returning to its roots, with the opening of its first Paris boutique since Goga Ashkenazi took control of the historic label in 2012.

The 2,700-square-foot store at 31 Rue François-1er, opening in time for fashion week, is located close to Madeleine Vionnet’s former headquarters on Avenue Montaigne. Ashkenazi said returning to that locale proved impossible, but in every other respect, she sought to be as faithful as possible to the spirit of the founder.

Architect Renato Montagner designed the space with images of the original atelier in mind, incorporating a wealth of details inspired by Vionnet’s creations. Thus, plaster work on the walls re-creates the designer’s signature draping, while a geometric spiral staircase takes its cue from a bias-cut dress.

“A lot of connections to the past have been drawn,” Ashkenazi said. “For me, it was important to have those references, because I think our heritage is one of the most important parts and one of the biggest privileges that we have working with such a name.”

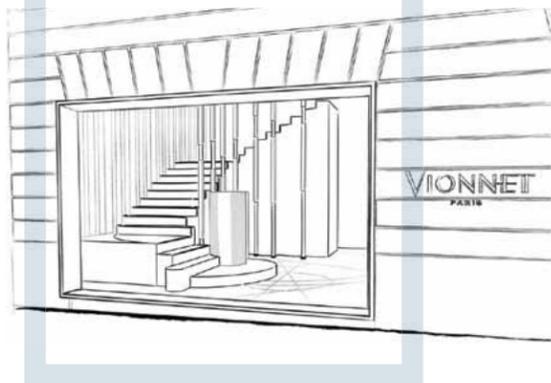
The overall look nods to classical Greek architecture, with walls clad in white travertine and crystal marble panels, accented by brass rings and rods.

Vionnet’s signature bright blue hue appears on the terrazzo flooring of the ground floor, which is embedded with thin brass inlays in a motif drawn from an original house pattern from the Twenties. Illustrations by Thayaht, drawn from the archives, have been re-created on Murano glass windows and carpets.

Ashkenazi said the Paris store would be a blueprint for future openings. “We worked out the concept with the thinking that the next steps will be very fast,” she explained.

A New York store is set to open by year-end, and further units are planned for Tokyo and London. In addition, Vionnet will launch an e-commerce site on Oct. 15.

Though its headquarters remain in Milan, the brand is moving some of its teams to the French capital, and Ashkenazi said everyone is happy “about having a home again in Paris.” — JOELLE DIDERICH



Poster photograph by Philippe Jarrigeon

# SCENE

Paris is a movable feast with a plethora of new haunts, among them restaurants, museums, exhibitions and boutiques to check out during fashion week.

## 1 Le Musée Du Parfum

Fragonard Parfumeur has set out to educate people about fragrance with its new Paris museum, which opened this month near the Opéra Garnier. The downstairs space, which has vestiges of the theater it once was, culls pieces spanning 3,000 years of perfume history from the Costa family’s collection, which was begun by Fragonard founder Jean-François Costa.

Here it’s possible to learn about each step of the fragrance process, through raw materials, manufacturing – including extraction and distillation – formulation and industrialization. The museum also chronicles scent history in the West, with sections devoted to Antiquity and flacons from the 16th through 20th centuries. Videos sprinkled throughout help animate the story of scent.

At the end of the visit, people pass through rooms filled with ornate fragrance bottle labels displayed in frames and can, of course, visit the gift shop. — JENNIFER WEIL

**LE MUSÉE DU PARFUM**  
3-5 SQUARE DE L’OPÉRA LOUIS JOUVET, 75009  
TEL: +33-1-40-06-10-09  
HOURS: MONDAY TO SATURDAY, 9 A.M. TO 6 P.M.

## 2 Ober Mamma

A Sicilian patio meets “Alice in Wonderland” at the whimsical Ober Mamma, the second Italian eatery in Paris from Victor Lugger and Tigrane Seydoux in the Oberkampf neighborhood.

“We’re Italian food lovers. I grew up with Italian food. In fact, I am off to Piedmont to visit my buddies who are winemakers,” Lugger said. “There’s value for money. Everything here is homemade and comes straight from producers. The storyline is 100 percent Italian, which certainly contributes to setting the ambience.”

On the menu are

appetizers such as smoked mozzarella, creamy burrata and coppa, all priced at 7 euros, or \$8 at current exchange. Margherita pizza and fresh pasta carbonara are main courses going for 12 euros, or \$13.50. And dessert options, including “limonemisu,” a tiramisu with lemon in lieu of the traditional coffee, and panna cotta, are priced between 6.50 euros and 8 euros, or \$7.30 and \$9.

Nicola Battafarano, formerly of London’s Chiltern Firehouse, mans the bar, where there’s a wide choice of spritzes – the drink of the moment – including Summer Spritz, with prosecco, seltzer, grapefruit juice and ginger. — LAURE GUILBAULT

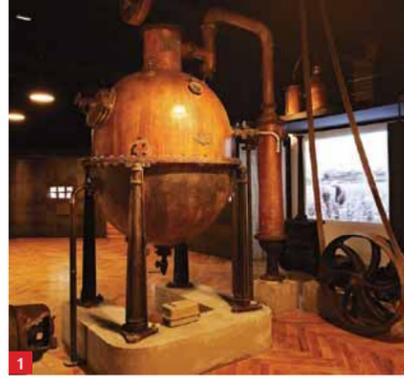
**OBÉR MAMMA**  
107 BOULEVARD RICHARD LENOIR, 75011  
TEL: +33-1-58-30-62-78  
HOURS: OPEN DAILY 12:15 TO 3 P.M. AND 6 TO 11 P.M.

## 3 In the Museums

From Toulouse-Lautrec to Edvard Munch to Vincent van Gogh, the world of prostitution and its development in Parisian society inspired many a master in the second half of the 19th century. Such artists’ works now make up the Musée d’Orsay’s exhibition “Splendor and Misery: Images of Prostitution 1850-1910.”

Romantic relationships of another sort are the subject of the Jean-Honoré Fragonard retrospective (pictured: “Le Baiser,” 1770) being held at the Musée du Luxembourg. Often portrayed as a libertine, the 18th-century painter and his contemporaries audaciously investigated representations of the feelings of love.

Mixing old and new, the Louvre is putting on “A Brief History of the Future,” a show that travels in time through four themes and about 200 works in a wide array of media. It juxtaposes artists such as Guido Reni and Ai Weiwei.



The show, which is based on a book by Jacques Attali, has a counterpart in Brussels, where a more contemporary version of the concept is on display.

At the Galerie Agnès Monplaisir, there’s a Blondie comeback of sorts. Twenty-eight photographs of Debbie Harry lensed by Chris Stein will be displayed there Oct. 3 to 11, in a show called “Chris Stein/Negative: Me, Blondie and the Advent of Punk.” The songstress and her Blondie cofounder are slated to be in town to attend the opening party. The book “Chris Stein/Negative: Me, Blondie and the Advent of Punk” was published by Rizzoli last year.

Meanwhile, Dominique Gonzalez-Foerster creates a past, present and future between 1887 and 2058 through installations and multidisciplinary creations inside and outside of the Pompidou Center. Viewers are also invited to interact with artistic environments at the Monnaie de Paris through more than 40 works by contemporary artists. These make up an updated and enriched show that had been presented in London’s Serpentine Gallery in 1995. — ANNE-AYMONE GHEERBRANT AND JENNIFER WEIL

**“FRAGONARD IN LOVE – SUITOR AND LIBERTINE,”** THROUGH JAN. 24  
MUSÉE DU LUXEMBOURG, 19 RUE VAUGIRARD, 75006  
TEL: +33-1-40-13-62-00  
HOURS: OPEN DAILY 10 A.M. TO 7 P.M.; MONDAY AND FRIDAY, 10 A.M. TO 9:30 P.M.

**“SPLENDOR AND MISERY: IMAGES OF PROSTITUTION 1850-1910,”** THROUGH JAN. 17  
MUSÉE D’ORSAY, 1 RUE DE LA LÉGION D’HONNEUR, 75007  
TEL: +33-1-40-49-48-14  
HOURS: OPEN TUESDAY AND WEDNESDAY 9:30 A.M. TO 6 P.M.; THURSDAY UNTIL 9:45 P.M.; FRIDAY TO SUNDAY UNTIL 6 P.M.

**“A BRIEF HISTORY OF THE FUTURE,”** THROUGH JAN. 4  
MUSÉE DU LOUVRE, SULLY WING, RUE DE RIVOLI, 75001  
TEL: +33-1-40-20-53-17  
HOURS: OPEN WEDNESDAY 9 A.M. TO 9:30 P.M.; THURSDAY TO MONDAY UNTIL 5:45 P.M.; FRIDAY UNTIL 9:30 P.M.

**“DOMINIQUE GONZALEZ-FOERSTER – 1887-2058,”** THROUGH FEB. 1  
CENTRE POMPIDOU PLACE GEORGES POMPIDOU, 75004  
TEL: +33-1-44-78-12-33  
HOURS: OPEN WEDNESDAY TO MONDAY 11 A.M. TO 9 P.M.

**“CHRIS STEIN/NEGATIVE: ME, BLONDIE AND THE ADVENT OF PUNK,”**  
GALERIE AGNÈS MONPLAISIR, 8 BIS RUE JACQUES CALLOT, 75009  
TEL: +33-1-56-81-83-51  
HOURS: MONDAY 2:30 TO 7 P.M.; TUESDAY TO SATURDAY, 10:30 A.M. TO 7 P.M.

**4 Hôtel Bachaumont**  
Samy Marciano, chief executive officer of French fashion label Rodier, is

behind the revival of the Hôtel Bachaumont in the Montorgueil neighborhood.

The Grand Hôtel de Bachaumont was an institution in Paris in the Twenties. Its location by Les Halles, once the largest market in France, made it a vibrant place. But when the market moved to Rungis, outside of Paris, the hotel was left deserted and became a private hospital.

“There are many bridges between fashion and the hospitality industry. We target the same customer, whether you dress, host or feed them,” Marciano said.

The lobby has a marble floor, Parisian carpentry, moldings and mirrors. There are 50 rooms, including some with balconies and terraces overlooking Paris’ rooftops. Furniture includes marble-and-wooden desks, headboards with Pierre Frey fabrics and retro wall lamps. Bathrooms boast vintage taps and lavish tiling in a nod to the Roaring Twenties.

Prices per night range from 200 euros, or \$225, for a classic room to 900 euros, or \$1,015, for a suite.

The Experimental team, whose first cocktail bar Experimental Cocktail Club is a stone’s throw away, oversees the hotel’s food and beverage, including Le Bachaumont restaurant with a French cuisine menu and the Night Flight bar. — LAURE GUILBAULT

**HÔTEL BACHAUMONT**  
18 RUE BACHAUMONT, 75002  
TEL: +33-1-81-66-47-00  
RESTAURANT LE BACHAUMONT  
TEL: +33-1-81-66-47-50  
BAR NIGHT FLIGHT  
TEL: +33-1-81-66-47-85

## 5 Freddy’s

Chef Eric Trochon of Semilla, the successful bistro-restaurant on the Left Bank’s Rue de Seine, is now also manning the kitchen of Freddy’s, the wine bar next door. It serves taps, including arancini, cauliflower tabouleh and falafel with cheese, with prices ranging from 4 to 15 euros, or \$4.50 to \$17. There’s a long list of wines by the glass, too – including a crisp Cheverny white – bubbly and La Bière Parisienne, a draft beer brewed in Paris. Freddy’s seats 40 and has countertop drinking and dining only, and does not take reservations. — LAURE GUILBAULT

**FREDDY’S**  
54 RUE DE SEINE, 75006  
HOURS: OPEN DAILY NOON TO MIDNIGHT, WITH LAST ORDER AT 11 P.M.

For more Paris Scene, see [WWD.com/eye](http://WWD.com/eye).