

PRINTEMPS DE LA MAISON CREATES A NEW CONCEPT IN HOME DECORATION SHOPPING – A FLOOR, A LIFESTYLE

The largest home decoration store in Paris, located at 64, boulevard Haussmann, has been revamped to present a completely new concept in shopping for the home: decorating according to lifestyle. Seven floors – around 97,000 square feet – teem with ideas designed to help personalize your home.

A floor, a lifestyle. That is the new home decoration concept of *Printemps de la Maison*. Each floor displays a home interior to suit a particular taste, denoting an atmosphere, a lifestyle, a trend that corresponds to individual needs. Furniture, crockery, table settings, fabrics, bed linens...the greatest names can be found.

The store has been divided into five spheres of decoration.

1. "La Maison du Luxe": The Luxury Home

In the Maison du Luxe, the most prestigious names present their unique collections of the highest quality crystal, porcelain, silverware and linens, designed to give a refined touch to the home, as well as top-of-the-line stationery. A touch of humor with the "Luxury baby" selection. With famous names such as **Baccarat, Beauvillé, Bernardaud, Christofle, Cassegrain, Catherine Denoual, Coquet, Daum, Dior, Ercuis, Haviland, Hermès, Lacroix, Laduree, Lalique, Manuel Canovas, Marie Daâge, Missoni, Puiforcat, Raynaud, Saint Louis, Victor Rhomberg, Yves Delorme**... this unique space, adorned in stone, dark parquet and black lacquer, exudes an air of opulence. On Level 2; opened October 2002.

2. "La Maison Pratique": The Practical Home

La Maison Pratique is a modern and trendy display of household conveniences to satisfy everyday needs, featuring aesthetic, functional and useful objects. In a white and orange space covering more than 32,000 square feet dedicated to practicality and design, the floor is organized in five functional, useful and beautifully presented sections, providing the latest essential utensils for cooking, washing, sleeping, storing and tidying. Famous brands include **Bultex, Brabantia, BVT, Cristal, Degrenne, Duvivier, Henckels, Kitchen Aid, Le Creuset, Nespresso, Olivier & Co., Philips, Rowenta, and Tefal, Toison d'Or, Trace**. On Level 3; opened May 2002.

3. "La Maison de Charme": The Charming Home

A lovely collection of dining utensils and services, crockery, house linens, furniture, decorative accessories for the perfect countryside interior make La Maison de Charme the perfect place to shop for a more cottage-style decoration, in pastel shades, warm colors, traditional designs and patterns. Such famous brands as **Cristal de Sèvres, Deshoulières, JG Durand, Gien** and **Villeroy & Boch** in tableware, and **Anne de Solène, Descamps, Garnier Thiébault, Jacquard Français, Laura Ashley** and **Ralph Lauren** in house linens are presented in an intimate and convivial atmosphere, exuding subtlety, warmth and authenticity. Don't miss **Primavera**, the *boutique de charme* Printemps. On Level 4; opened July 2002.

4. "La Maison Ethnique": The Ethnic Home

Multicultural and original, La Maison Ethnique is dedicated to day-to-day trends abroad. Aiming to allow one to personalize the home with touches from foreign horizons, ethnic cultures and exotic inspirations, it is a space of discovery and sensation, designed for the free thinker with a desire to escape. The department's dark, exotic wood parquet floors and warm colors are an invitation to travel. On Level 5; opened April 2002, redesigned September 2002.

5. "La Maison Contemporaine": The Contemporary Home

For a modern interior, La Maison Contemporaine proposes a great selection of trendy and designer furniture and accessories. Modernity, minimalism, sensuality and creativity are the underlying principals. Bathed in sunlight, the space opens the doors to a new way of living. **Alessi, Artemide, Cinna, FCUK-Flos, Jalla, Kenzo, Leonardo, Printemps Design, Roche-Bobois, Rosenthal, Serge Lesage** and **Toulemonde Bochart** are among the designers featured. On Level 6; opens November 2002.

New at Printemps de la Maison since April 2003

Printemps de la Beauté -- The largest cosmetics and perfume store in Europe !

Welcome to the Printemps world of scents and beauty! The main floor and first floor of Printemps de la Maison feature an exceptional range of products, select brands (famous names, new names, and cosmeceutical lines), plus a self-service area with over 200 brand names, conveniently arranged by category – skin care, make-up, hair care, perfumes – and by price range. Levels 0 and 1/

Stationary and Paper Goods

A creative space entirely dedicated to writing, stationery, paper goods and notions.

The floor has been divided in four sections: “Ecrire” (writing), “Rêver” (dreaming), “Organiser” (organize) and “Créer” (create).

You can try the latest or the classic writing tools from Mont-Blanc, Dupont, Jorgysek, Omas and Cartier in the “Ecrire” salon. In “Revers”, paper becomes a decorative media and an indispensable accessory with gifts, note books, diaries from **Agatha Ruiz de la Prada**, **Letter Box**, **Tout Noter**, and **Lexon**. Discover the creations of ART UP DECO, an artist group offering affordable contemporary art. In “Organiser”, photo-albums, calendars, appointment books. Diaries by **Mulberry**. “Créer” proposes a large selection of arts and craft supplies and weekly craft workshops. On level 7.

Luggage

The luggage department is organized by its purpose (e.g., business travel, short trip), with a selection of items to better respond to the needs of active travelers and adventurers.

Printemps de la Maison Services

Silverware engraving and linen embroidery, porcelain creations, printing (Cassegrain and Marie Daâge) are available. Custom tailored per order: curtains, carpeting, framing and lampshades.

The Restaurants of Printemps de la Maison

Three restaurants within *Printemps de la Maison*, designed for your dining pleasure and reflecting the French *art de vivre*:

- 1. Kiosque Ladurée**, a branch of the elegant Ladurée tea salon, serving light dishes, delicious pastries and its famous macaroons and chocolates (Level 2, in the Maison du Luxe).
- 2. Mariages Frères**, an outpost of the celebrated refined tea salon dating to the 17th century (Level 5, in the Maison Ethnique).
- 3. La Terrace** self-service restaurant offers a spectacular panoramic view of Paris from the

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