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FOR IMMEDIATE RELEASE

The French *Art de Vivre* at Printemps Department Store in Paris
New “La Maison du Luxe” – The Luxury Home

NEW YORK, NY – 06/06/2003 – The largest home decoration store in Paris, **Printemps de la Maison**, located at Printemps department store, 64 boulevard Haussmann, has been revamped to present a new concept in shopping for the home: decorating according to lifestyle. Seven floors – 97,000 square feet – and five spheres of decoration teem with ideas to help customers personalize and re-invent their home to fit their personality and budget: the Luxury Home, the Practical Home, the House of Charm, the Ethnic Home and the Contemporary Home.

For customers looking to refine their home with top-of-the-line crystal, porcelain, silverware and linens, or for an elegant gift, **La Maison du Luxe** – The Luxury Home – located on level 2 of Printemps de la Maison, offers the best of the **French *art de vivre*** with selected collections and the latest creations from the most prestigious names, as well as those of couturiers and new designers now moving into the realm of the home.

La Maison du Luxe, the first luxury-for-the-home area created in a French department store, was launched in October 2002. This unique space, adorned in stone, with dark parquet and black lacquer, exudes an air of elegance and opulence.

The Luxury Home Table – *les plaisirs de la table*

Food and wine are a source of great pleasure and pride in France and the French *arts de la table* – the arts of the dining table – have been part of the French culture for centuries. The large selection of porcelain, stemware, cutlery, silverware and table linens by the most prestigious manufacturers (**Bernardaud, Haviland, Christofle, Coquet, Ercuis & Raynaud, Baccarat, St-Louis, Daum, Marie Daâge, Puiforcat, Lacroix and Hermès**) adds old world elegance or modern sophistication to the table and to the home. The Maison Luxe’s selections include a choice of traditional patterns as well as these manufacturers’ newest creations.

The Art of Giving

La Maison du Luxe indulges the attentive gift-giver with unusual chic choices, precious objects from the world over and refined selections from designers and couturiers. Here, you can find elegant stationery by **Cassegrain** (a Printemps exclusivity), hand-made crystal vases by **Salviati**, exquisite **Fabergé** eggs, elegant wool and cashmere throws by **Missoni**, unique crystal candle holders and stemware by **Mathias**, and rare laquered bowls from Asia.

Refined Linens

La Maison du Luxe offers the latest bed and bath collections from **Catherine Denoual**, **Yves Delorme**, **Manual Canovas**, **Missoni** and **Sonia Rykiel**.

Petit Luxe

A touch of humor with *Petit Luxe*. Printemps's exceptional gift and accessory collection for the luxury baby includes silverware – bottles, bottle holders, baby spoons, goblets by **Dior**, **Puiforcat** and **Christofle** – and china sets by **Wedgwood** and **Porcelaine de Gien**, a selection of crib and stroller *doudous*, comforters by **Dior**, **Delorme** and **Trousselier**, and exquisite bed linens, *le linge de bébé*, by Le Jacquard Français.

Edible Pleasures

The renowned pastry and tea salon Ladurée set up shop on the Luxury Home floor with **Kiosk Ladurée**, offering shoppers-on-the-go its sweet specialties – luscious macaroons and chocolates. Shoppers can enjoy a cup of tea at the **Mariage Frères** tea salon in the Ethnic Home on level 5.

Services

Accompanied shopping – advice, carrying, packaging, check-out, shipping and VAT refund, prepared by a team of five – is free of charge and by appointment only. Tel: 01.42.82.66.11. Silver engraving and linen embroidery, porcelain creations, printing are available.

Great savings for American Travelers with the 10% Printemps Discount card and the 12% Value Added Tax refund

The 10% Printemps discount shopping card is valid at all 16 Printemps stores throughout France. To obtain the card and a free map of Paris, log on to www.euroquestpass.com. Non-European resident shoppers are entitled to a 12% Value Added Tax (VAT) refund on their purchases when they spend more than 175 euros in the same day.

Since 1865, Printemps has been the leading department store in Paris for fashion, accessories, beauty and the home. Printemps offers useful services to American visitors, including bilingual shopping consultants, hand-free shopping and pay-once-for-all purchases, hotel delivery, shipping worldwide. A weekly fashion show presents the latest collections on Tuesdays. www.printemps.com

