



## What's new in Paris?

### Moncler megastore on rue du Faubourg-Saint-Honoré

**fashion** Cheek by jowl with the first small Moncler store at 5 rue du Faubourg-Saint-Honoré, Gilles & Boissier have designed a new and even more distinguished and elegant 600 sq.m. space at n°. 7. Since the first store opened six years ago, the celebrated design duo have teamed up with Moncler to create an entire retail universe around the brand and applied it to stores in New York and Tokyo, Milan, Aspen, Courchevel, St-Moritz and Hong Kong. This latest outlet, the 87<sup>th</sup> to open since the start of their partnership, uses its clothes and displays to tell a story – a common feature of all of its stores. You can't miss the mountain theme here, which hits you as soon as you enter the long corridor leading up to the store entrance, with its polar bears and mannequins sitting in a cable car, and a giant fresco by François Houtin that embraces the six-meter high room in a mass of interlacing branches. This new three-floor flagship store, the brand's biggest, carries all of Moncler's collections, including Gamme Rouge, Gamme Bleue, Capsule collection and Moncler Grenoble, Moncler Lunettes and accessories.

Moncler. 7, rue du Faubourg-Saint-Honoré, 8th.



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### Les Plumes, a new chapter in hotel history

**Travel** Priding itself on its literary references, and located in an arrondissement – the 9th – with a prestigious literary past, Les Plumes (which means "The Quills" in English) takes a poetic and gently mocking approach to hotel design. In fact, it's written all over the walls! The curtains, bedspreads and cushions are printed with the faces of writers and the signatures of poets, framed texts adorn the walls, and visitors are greeted in the lobby by the faces of George Sand and Alfred de Musset, which have been worked into the alcoves. Even the friezes in the bedrooms feature extracts from books. Pascale de la Cochetière, interior decoration journalist and designer, and Caroline Jotz from the Bastie agency, teamed up to decorate the thirty-five rooms of this 4-star hotel inspired by a certain idea of 19<sup>th</sup> century Romanticism – with a welcome dash of humor. In the "Paul et Arthur" room, dedicated to the poets Paul Verlaine and Arthur Rimbaud, for example, the ceiling is decorated with a huge photo of a stormy sky that echoes their troubled passion, while the cupboards are lined with absinthe wallpaper – a nod to the popular tippie of the day.

Hôtel Les Plumes. 10, rue Lamartine, 9th. Tel. 01 55 07 88 00.  
[www.lesplumeshotel.com](http://www.lesplumeshotel.com)

### Angelina hits the Left Bank

**gourmet delights** Life for food lovers on the Left Bank just got even better! Rather than having to cross the Seine to taste the wonderful pastries cooked up in Angelina's century-old tearoom on rue de Rivoli, since September 20, they've been able to enjoy its branded cakes, chocolates and sweets at a new store decorated by cutting-edge designer Bambi Sloan on the ultra-chic rue du Bac. According to Angelina, the store is designed to "make its products easily available to Parisians" rather than just tourists and, in honor of its new neighborhood, head pâtissier Christophe Appert has created a cake named after a near-by street – Le Babylone. Made from dacquoise biscuit with almonds, a creamy vanilla mousse, a candied raspberry and a strawberry marshmallow, it is delicate, feminine and refined, just like Angelina's clientele, who'll no doubt welcome the chance to take the weight off their feet after a hard day's shopping in the neighborhood. Whether you're more Right Bank or Left Bank, Angelina casts her bounty in equal measure and the cake is available on both banks of the Seine.

Angelina. 108, rue du Bac, 7th.  
Tel. 01 42 22 63 08. [www.angelina-paris.fr](http://www.angelina-paris.fr)