

Tout commence au Printemps

PRINTEMPS

TOUT COMMENCE AU PRINTEMPS*

*EVERYTHING BEGINS AT PRINTEMPS

Ever since its creation in 1865, Printemps has constantly reinvented itself. Anticipating major societal changes, being of benefit to all, enhancing beauty by focusing on ethical consumption and constantly surprising its audience are just a few of Printemps' commitments.

In 2022, Printemps continues to look confidently to the future, boldly celebrating its renewal in the season of Spring after which it is named, because more than ever, everything begins at Printemps! New visual identity, new colour codes, new spaces, new services, new concepts and hundreds of new products, all exclusive and original, like a fresh start... Printemps is changing.

The big change will be unveiled on the weekend of 19 and 20 March. The programme also includes a major "Festival de Printemps" combining outdoor and indoor live music, happenings, entertainment for the whole family, playgrounds, creative workshops and lots of surprises, which will kick off this renewal at all Printemps stores across France.

At Printemps Haussmann, no less than ten new enduring, unique and interactive concepts related to fashion, beauty, home and food that resonate with new consumer trends will be inaugurated on the various floors. Because everything begins at Printemps, many other surprises will be unveiled throughout the year.

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Everything began at Printemps

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On 19 march,
« Tout commence au Printemps »

FESTIVAL DE PRINTEMPS
AN ODE TO BLOSSOMING



HISTORY

EVERYTHING BEGAN AT PRINTEMPS

Everything has always begun at Printemps. A visionary store, anticipating major societal changes and technological innovations, Printemps has constantly reinvented itself over the years. The proof lies in a few key dates:



1865 The 1st day

Printemps was born of the vision of a couple of entrepreneurs, Jules and Augustine Jaluzot. It was the first department store to invest in the west of Paris, a district that was developing rapidly thanks to Baron Haussmann. Everything there would be new, fresh and beautiful, just like its name: Printemps, French for Spring.

1866 The 1st sales

Printemps was the first department store to introduce a period of sales as a promotional event. This ritual of offering end-of-season pieces at a lower price, totally transparently and without reducing them at the back of the shop, was a small revolution for the time.

1874 The 1st lifts

The first modern lifts in a department store were inaugurated at Printemps in 1874. The models were presented at the Vienna World's Fair of 1873.

1882 The 1st monumental iron façade

In 1882, Printemps became the first major Parisian building to have a façade entirely made of glass and iron. Five years before construction began on the Eiffel Tower, it was the first time that a façade highlighted its metal structure.

1882 The 1st social advances

Higher rates of pay than elsewhere, guaranteeing decent living conditions, a large refectory, investment in training and – a revolutionary idea in the late 19th century – equal pay for men and women... Social measures were central to the success of Printemps.

1883 The 1st public place in Paris with electric lighting

Printemps was the first public place in Paris to be equipped with electric lighting. The lights and bulbs scattered throughout the shop allowed the goods to be viewed clearly as though in daylight, providing complete transparency without any risk of fire.

1912 The 1st Printemps outside the capital

Nicknamed «Paris' beach», Deauville was the first provincial town to welcome its own Printemps store. The company's aim was to bring Parisian chic to other parts of France.

1925 The 1st Men's store

Printemps was the first department store to dedicate an entire building to its male customers. Clothes and accessories, as well as specific sports garments were offered to these gentlemen...

1933 The 1st ready-to-wear collection designed by a great couturier

Paul Poiret, then the darling of Paris, joined forces with Printemps for a capsule collection, offered at prices accessible to the general public. A large fashion show on the Pont d'Argent kicked off the event.





1964 The 1st ski slope in Paris

In the winter of 1964, Printemps inaugurated the first ski slope in Paris on the terrace of the main building. The 40-metre-long, 6-metre-wide piste provided Parisians with a fun day out.

1975 The 1st store to be listed as a historical monument

In 1975 Printemps was recognised as a historic Parisian landmark for its façade and glittering domes.

1982 The 1st department store committed to French craftsmanship

In association with the Ministry of Industry, Printemps committed to highlighting French craftsmanship through a selection of objects and clothing from 1982 onwards. This was a strong statement for the time, one that was continued for several years.



1999 The 1st webcam-connected shop

As the world gradually discovered the joys of the Internet, Printemps innovated by offering its customers the opportunity to discover its products from a distance, using a webcam. The sales staff glided through the departments on roller skates, camera in hand, ready to show customers the various available pieces.

2009 The 1st fireworks display in the heart of Paris

To kick off the Christmas celebrations, Printemps fired off fireworks from its façade. The likes of this had never been seen before in central Paris.

2015 The 1st 150 years of Printemps

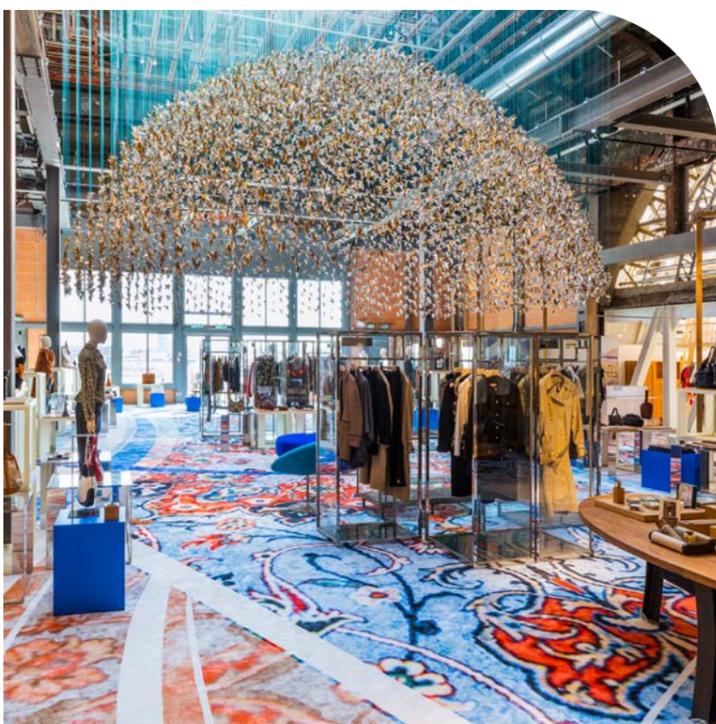
To celebrate its 150th anniversary in style, Printemps transformed itself into an amusement park for a few weeks, with all the hallmarks of the funfair. A joyful experience for the whole family.

2021 The 1st department store to dedicate an entire floor to circular consumption.

In September 2021, Printemps opened a new 1300 m² floor, located on the top floor of the Printemps Women's store.

Offering vintage and second-hand fashion, buy-back and resale services, repairs, transformations, and upcycling, Printemps unveiled the world's largest space dedicated to circular consumption in a department store

Printemps also launched its label, «Unis vers le beau responsable» (united for sustainable beauty), a benchmark highlighting the good practices of brands and supporting customers in their quest for more ethical consumption.



2022 Everything (re) starts at Printemps

In March 2022, Printemps is getting a makeover. New visual identity, new concepts combining fashion, beauty, home and food while at the same time creating living environments. Printemps is undergoing a transformation.



TOUT COMMENCE AU
PRINTEMPS

Mon premier
tatouage

A
NEW VISUAL
IDENTITY

TOUT COMMENCE AU PRINTEMPS*

*EVERYTHING BEGINS AT PRINTEMPS

Everything has always begun at Printemps. Since 1865, Printemps has been a forerunner and has always been in tune with the times and its contemporaries. It was the first department store to focus on technological innovations, surprising exclusives, unexpected experiences and a commitment to ethical behaviour. Today, it aims to be an unmissable and memorable destination that, thanks to the development of e-commerce, can be enjoyed wherever you are.



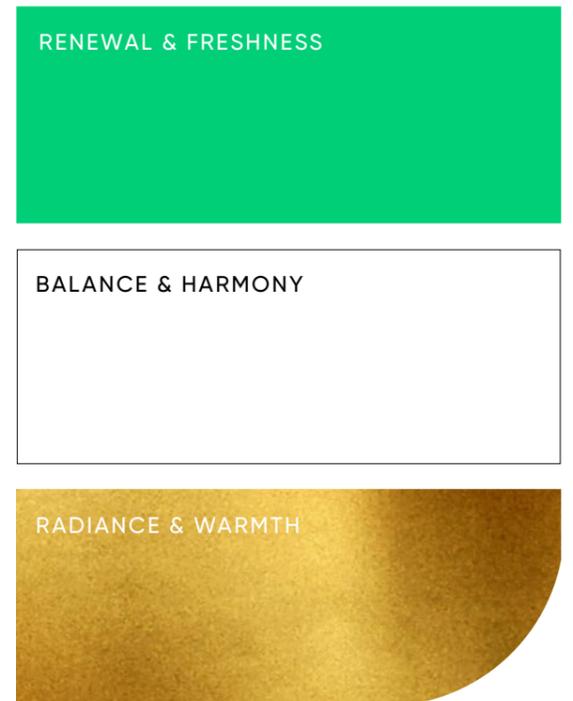
THE SIGNATURE

A new signature that echoes both the spirit of eternal renewal that has driven the brand for over 150 years, and the season when everything is possible. More than a slogan, it is a true state of mind and an ode to self-confidence after two years of global pandemic.



THE LOGO AND SYMBOL

The new logo is lighter, airier and includes a graphic shape, the «P heart», a combination of Printemps and the heart.



THE COLOUR SCHEME

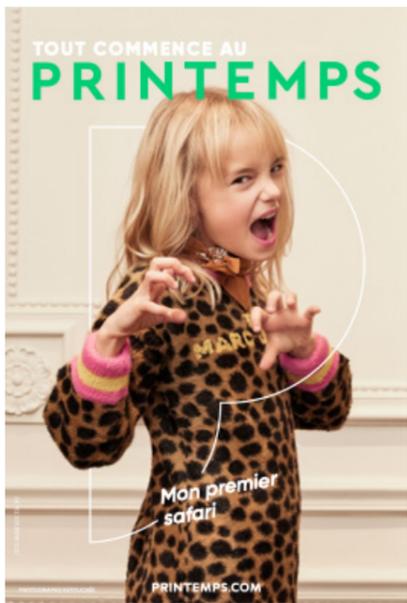
In keeping with its historical colour scheme, the spirit of Printemps is now represented in 3 signature colours: Green, the symbol of nature and renewal. White, a symbol of harmony. Gold, a reminder of its glittering domes and mosaics



THE CAMPAIGN

The new signature Tout commence au Printemps* is presented in a series of visuals photographed in-store, reminding us of all the fun, light-hearted firsts we can experience there.

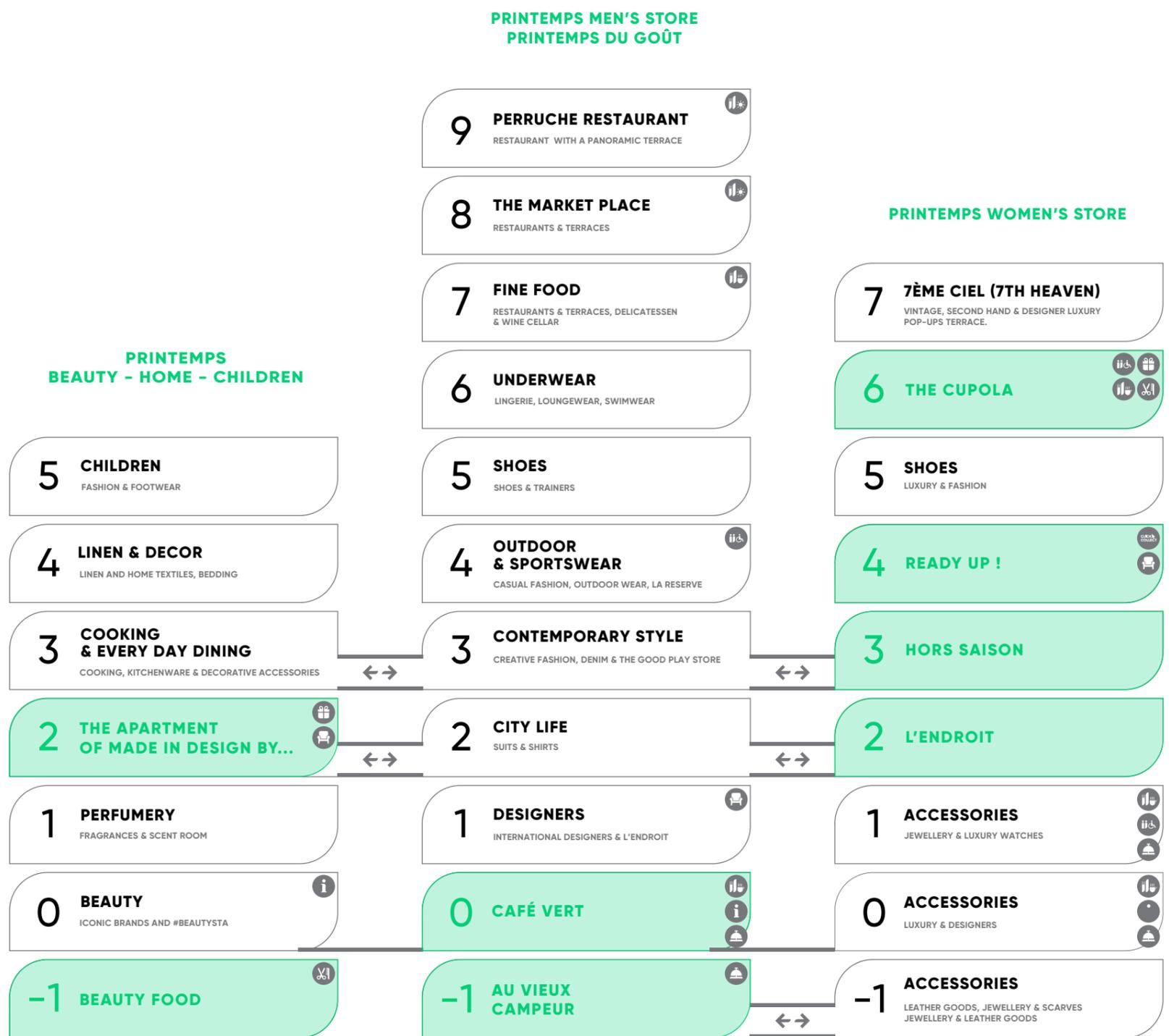
* Everything begins at Printemps





THE
NEW
CONCEPTS

THE SPIRIT OF PRINTEMPS PERMEATES THE ENTIRE STORE



PRINTEMPS REINVENTS ITSELF

Time for a makeover? Yes please! Printemps is reinventing itself with new concepts and new spaces.



LA COUPOLE PLAGE

The beach

Beneath the cupola, a majestic Art Deco work located on the 6th floor, the beach comes into view. A new area combining swimwear and decorative accessories will be unveiled here. Designed to herald the summer, the décor celebrates the beach and adventure. Various events, such as DJ sets, will be held at weekends.

The restaurant

In the same summery spirit, the new restaurant will take up residence along the glass façades. You can also enjoy your lunch al fresco on the newly restored terraces and admire the views of the Parisian skyline.

Every six months, a personality from the culinary world will be invited to create a tailor-made menu, in collaboration with the chef Clément Blondeau. The first guest will be the journalist and food critic Elvira Masson, who recently wrote her first cookbook, «Dans ma cuisine» (published by Marabout).

PRINTEMPS WOMEN'S STORE - 6TH FLOOR

3 QUESTIONS FOR ELVIRA MASSON



P: Is it a challenge to design your own menu for the Printemps Restaurant?

E: It's an honour! I find very fun and stimulating to adapt my favourite recipes, the ones I make at home. It was very bold of Printemps to suggest it to me.

P: What kind of dishes should we expect?

E: My cooking is everyday, simple and easy to do. It is rooted in my childhood, the tastes and smells that have stayed with me for many years. As I'm half Swedish, you'll find a bit of Sweden in the dishes, like the famous meatballs, or a fish Gravadax. Mediterranean

P: What dish do you remember from your childhood?

E: My mother's meatballs, served with cranberry sauce, and the smell of a cake baking in the oven.





HORS SAISON

The place to rediscover pieces you didn't spot in previous seasons

In line with its circular commitments, Printemps is dedicating a new 200 m2 area to past collections and their most desirable pieces. Themed by colour and size, there's a selection for women, men, children and even the home. The collection features designer brands and contemporary pieces, including APC, Ganni and Victoria Beckham. Reductions will be up to 60% off.

PRINTEMPS WOMEN'S STORE - 3RD FLOOR



READY-UP !

The residence for students of fashion and design

Investing in the talent of tomorrow is another goal that Printemps has set itself. In partnership with «Campus Mode», which brings together the leading Parisian fashion and design schools in a mutual aid network, the store is dedicating a new space to students and young graduates. In this space, located on the 4th floor of the Printemps Women's Store, «Ready-Up» will take the form of three-month temporary pop-up stores.

Young graduates will come to exhibit their work, take advantage of the sales area, as well as leading various conferences and interactive workshops. 19 new talents will be showcased for three months, with 3 to 4 residents in themed sessions of two weeks each.

Many areas will be covered: tapestry, jewellery and accessories, objects for the home and clothing. What they have in common is a desire to make tomorrow's world an ethical and environmentally friendly place, by working with recycled or sustainable materials. The exhibition will feature pewter jewellery by Angèle Morel, silver spoons turned into jewellery by Olivia Simorre and pop tapestry by Gani Riza.

PRINTEMPS WOMEN'S STORE - 4TH FLOOR



L'ENDROIT

An apartment for the most beautiful selection of designer brands

An eclectic and cutting-edge selection for this space dedicated to fashion design. Located in the central area on the 2nd floor, l'Endroit is designed to resemble a collector's apartment, with natural materials and elegant furnishings. At the centre, the sculpture of a tree with golden leaves sets the tone: chic and vibrant! Photographers will be regularly invited to exhibit their work.

Displayed on the metal clothes rails will be a selection of cutting-edge brands that appeal to connoisseurs, most of which are exclusive. The airy dresses of Nensi Dojaka, winner of the latest LVMH prize, the sensual creations of Ludovic de Saint Sernin, the poetic jewellery of Danish designer Sophie Bille Brahe and the ethical fashion of South African designer Thebe Magugu.

PRINTEMPS WOMEN'S STORE - 2ND FLOOR





LE CAFÉ VERT

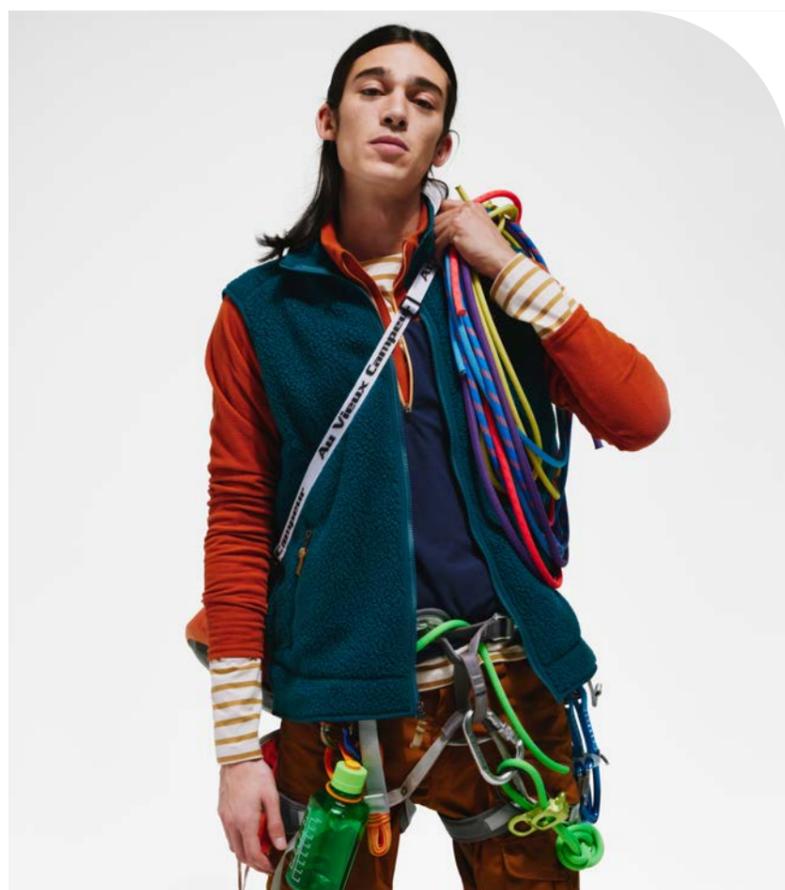
Coffee and a plant? Yes, please!

Located on the corner of Boulevard Haussmann and Rue du Havre, Café Vert will be the new must-see meeting place in the neighbourhood. Enjoy a delicious coffee, to drink in or take away, prepared by the Brûlerie Belleville, a pastry on the go made on-site, a salad lunch made with fresh seasonal ingredients or a mouthwatering sandwich on the terrace with friends. All this will be possible!

Open from 8am, before the store opens, Café Vert has been designed to offer a healthy or guilty break at any time of the day, using carefully selected fresh seasonal products and served with drinks filled with goodness. In the evening, you can enjoy a refreshing aperitif.

And what's more, its lush plant decoration by Kaki, the hydroponics specialist, will also be available for sale. Plants in terrariums, aquatic plants, or plants in pots: choose from a range of 200 items.

PRINTEMPS MEN'S STORE - GROUND FLOOR



AU VIEUX CAMPEUR RIVE DROITE

Thrills guaranteed

Did you say surprise? On level -1 of the Printemps Men's store, a big surprise awaits those with an adventurous spirit. For the first time in its history, Au Vieux Campeur, the cult Parisian shop dedicated to the outdoors, is moving outside its premises. A 400 m² area, organised along a route serving different departments – climbing, trekking, sea and bookshop – will showcase the comprehensive range of this all-round specialist. For those who do not find what they are looking for, it is also possible to order from the full Au Vieux Campeur catalogue.

Surprises are also unexpected. A genuine climbing wall, 6 metres high, will also be installed in the same area, where you can try out this activity, which is becoming increasingly popular with city dwellers in search of excitement and wide open spaces. With the help of dedicated instructors, of course. Various workshops on outdoor activities will be held regularly in this new space.

PRINTEMPS MEN'S STORE - FLOOR -1





BEAUTY FOOD

Beauty & Wellbeing are cultivated from within

Loss of energy, desire for a flawless glow, silky hair or stronger nails? It all starts with what you eat. Printemps anticipates tomorrow's needs and desires and devotes a new space to Beauty Food with an assortment of the best food supplements from around the world.

What can you expect to find? Capsules as well as gummies – little sweets, ampoules, oils to be infused under the tongue and powders to be mixed with water or coffee.

10 brands, 4 of which are exclusive, are joining this new area, including AGAPEM, which helps ease issues with the female cycle; APNEE, which offers powdered collagen to boost the skin; SO MUSH with its adaptogenic coffee that regulates the emotions; and DIJO, which offers infusions that act on the intestinal microbiota.

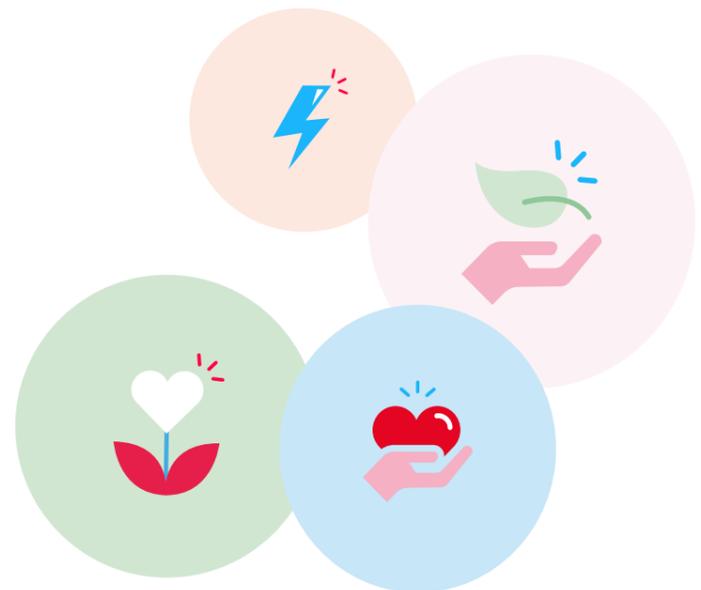
PRINTEMPS BEAUTY STORE, FLOOR -1

LA BEAUTÉ EN HERBE

Printemps partners with KissKissBankBank

Taking things further still, Printemps is partnering with the crowdfunding platform KissKissBankBank to financially support the development of new innovative and ethical brands. A boost for those determined, visionary entrepreneurs who are revolutionising the beauty world. A call for applications will be made from 19 March 2022. A jury of professionals will choose three candidates, who will then be supported by the Printemps teams to showcase their precious know-how and join the Green Market, the department store's natural beauty selection area, in the Autumn.

PRINTEMPS BEAUTY STORE – FLOOR -1



FACE 2 UNE

The beauty of the future

Anticipating the desires and needs of our customers whilst remaining at the forefront of the latest cosmetics treatment technologies. That is the aim of Printemps, which will host the revolutionary Face 2 Une institute from March onwards.

With its new generation of no gender treatments, which remodel facial muscles, improve skin texture and promote cell renewal, Face 2 Une has quickly established itself as one of the most innovative institutes of the moment. Their techniques comprise manual massages performed by expert hands and machines with unique patented and non-invasive technology. 30 to 45-minute sessions, from €50.

PRINTEMPS BEAUTY STORE – FLOOR -1



MADE IN DESIGN

Specialising in firsts, Made in Design has invited two major rising stars of contemporary design, with opposing but equally inspiring artistic realms, to its brand new gallery.



THE APARTMENT BY MULLER VAN SEVEREN

The Belgian design duo - one of the most striking of the moment - is celebrating its tenth anniversary. For the first time, they have designed a layout in their own image to showcase their iconic products, selected from the Made in Design catalogue. Tables and chairs with pure geometric lines, candlesticks and hanging lamps... if these objects favour function, they also reflect the Ghent duo's desire to flirt with design and sculpture, using industrial and noble materials such as brass, steel, leather and marble. The production is illustrated by a rich colour palette combining pale and colour-block tones.

PRINTEMPS BEAUTY - HOME STORE - 2ND FLOOR

THE APARTMENT BY MARGAUX KELLER

Distributed offline for the first time, the collection of hand-crafted objects by Marseille-based designer Margaux Keller is a real sensory plunge into the hallmarks of the South of France, and is displayed in her temporary apartment, which has been laid out for the occasion in the style of a Provençal house.

A preview of the designer's latest creations will be sold exclusively at Made in Design: the Honorine and Panisse candlesticks straight out of the stories of Marcel Pagnol. A large selection of the most popular pieces in the catalogue will also be on display, such as the Fani side table, Parasol mouth-blown glasses and Galinette armchairs.

PRINTEMPS BEAUTY - HOME STORE - 2ND FLOOR



EVERYTHING BEGINS WITH DIGITAL

As the metaverse takes centre stage and the boundaries between the real and virtual worlds appear to be shrinking, the Printemps.com website enters Web3 and unveils a new virtual experience.



THE VIRTUAL STORE

Let's get phygital !

Designed as an in-between space halfway between the physical and digital worlds, Printemps.com invites Internet users to discover its very first immersive store. From the comfort of your home, you can push open the doors of the virtual department store and plunge into the heart of an imaginary, fantasy Printemps, where nature has reclaimed its rights and the products have been modelled in three dimensions. Handbags float in a cherry blossom tree, jewellery appears to be perched on daisies, and trainers sit in an extraordinary niche. Like in a video game, you'll be able to wander through this enchanted virtual store at will and shop the best sellers and exclusive products presented there.

Buy a product, win a free NFT

And to make the experience even more memorable, Printemps.com will offer anyone purchasing a product from the immersive store the chance to enter a prize draw to win NFTs (non-fungible tokens) created in collaboration with the artist Romain Froquet. In total, no fewer than 30 NFTs, exclusive digital works, will be offered to 30 lucky customers via the Arianee NFT platform.

BRINGING THINGS FULL CIRCLE

Possession of this NFT will also allow one of its 30 holders to receive the original painting by the artist Romain Froquet, exhibited in the atrium of Printemps Haussmann during the campaign. Thereby reintroducing the notions of rarity and uniqueness from the physical artistic world to the digital world.

