

# BLUFIN Sp.A.



## ***BLUMARINE AND BLUGIRL IN PARIS***

*Blufin continues to increase its presence in France with the opening of two new Blumarine and Blugirl boutiques in the French capital.*

*The stores, with two different street entrances, look out over Rue du Faubourg Saint-Honoré, at number 58 on this prestigious Paris luxury shopping street.*

*Both spaces, designed by Studio Indik, echo the concepts of the other Blumarine and Blugirl monobrand stores around the world.*

*This is the second Paris location for the Blumarine label after the boutique opened in 2007 at 56 Avenue Montaigne.*

*The space dedicated to Blumarine occupies two storeys for a total of 240 square metres and offers a chic and sophisticated ambiance with a strong focus on carefully crafted details. At the ground level, 60 square metres, a wall with glass tiles produced by a Venetian craft technique and backlit by leds creates a play of lights with a cascade effect. Features of the upper level instead include five windows letting in plenty of light, shelves in pink glass and cut-glass mirrors. A VIP area has also been created on the same floor with elegant and recherché fittings.*

*This is instead the first monobrand boutique in Paris for the Blugirl label.*

*The space, covering 80 square metres, is made up of two communicating areas facing onto the street and inner courtyard. The quirky, colourful ambiance is the result of the coordination of the walls painted light blue, the flooring in white marble and the panels, again in white, with gloss steel frames. The clean lines and transparent materials reference the label's youthful aesthetic to create a stylish and lively atmosphere.*