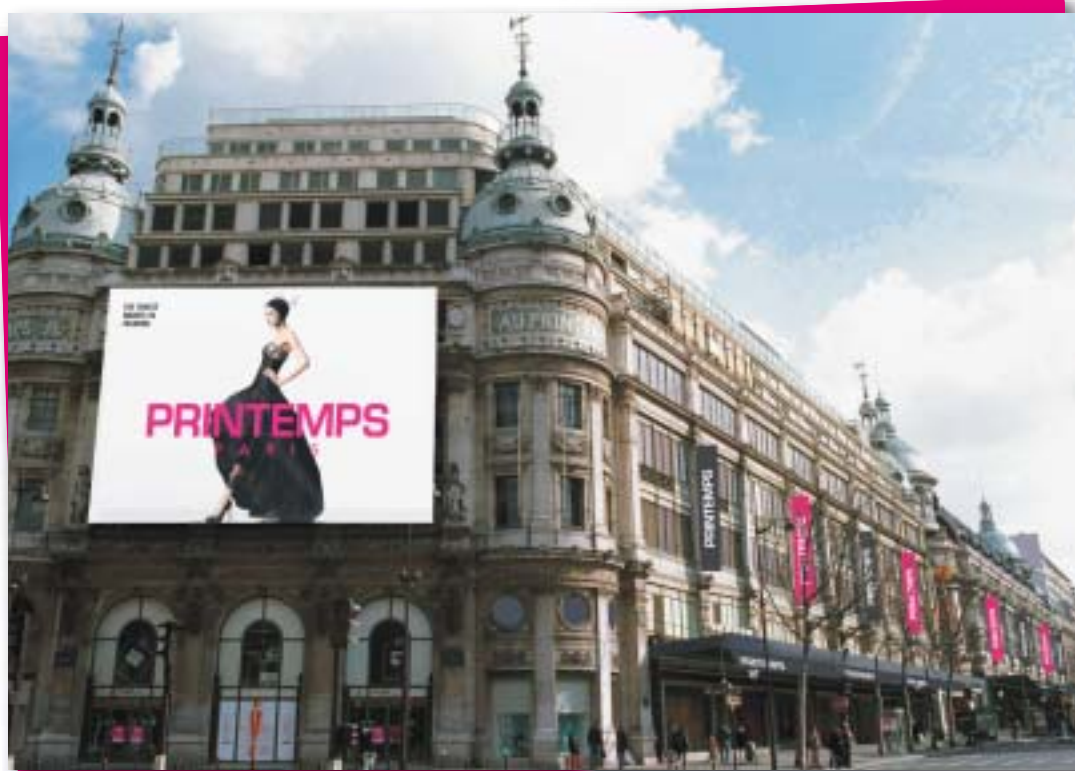


PRINTEMPS

I love Paris in the Printemps



I learned a new French word from my last Paris trip: *Printemps*. Literally, it means Springtime. But Printemps is also an ode to beautiful things and modern luxuries.

The iconic 1865 Printemps department store is a listed historical monument and is absolutely stunning. And as two chicer-than-thou French girlfriends testified, what they sell is even more stunning.

Where do I start? The entire 5th floor is devoted to shoes! Then there is a whole floor combining exquisite haute couture with ultra-cool young designers. Gucci and Chanel are alongside Vanessa Bruno, Zadig & Voltaire and



A.P.C. Apparently, Printemps is all about *exclusivité*. Even Maria-Luisa, the woman with the exclusive rights to sell Manolo Blahnik in Paris, is opening a boutique there mid-year and will be their new Fashion Editor!

Maybe the reason French women always look so good is they can find everything they're looking for in one place. At Printemps, I waltz into the Scent Room and there's my favourite perfume, which I can't buy in Sydney!

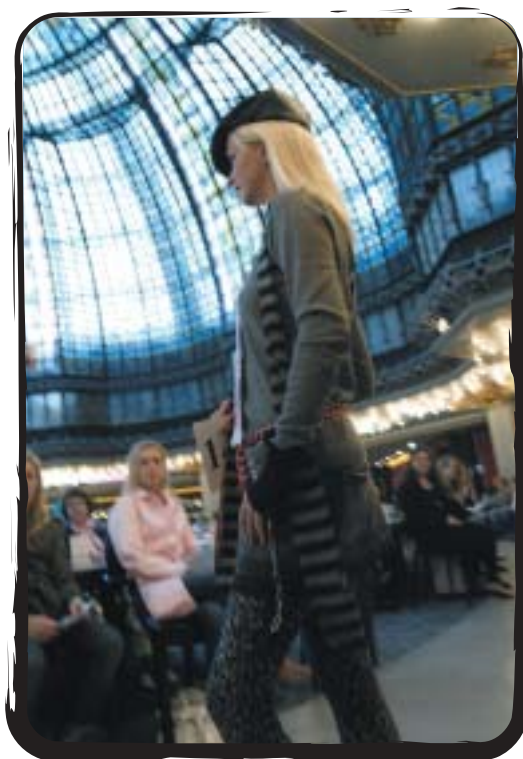
There is a café with stunning 360-degree city views and Ladurée for tea and scrumptious *macarons*. But for lunch I opt for opulence under the magnificent coupole at the Brasserie. The splendour of the old surroundings and the hip modernity of the design work their spell on me, as do the champagne and oysters.

There is even a bespoke Concierge Service for foreigners! You leave your passport and vavoom! A reservation at the fab new Quai Branly restaurant? Done. A car service back to your hotel? Done. A flight change to squeeze in more shopping? Tempting.

The problem after my shopping jaunt is that I'm not sure I'll be able to go back to mere mortal shopping once I'm home in Sydney. Guess I'll just have to get back to Paris soon!

Did you know?

- Printemps is the unrivalled shopping destination for fashion and luxury in the heart of Paris, minutes from the Opéra and the Madeleine.
- 45,000-meter space presenting the best take on contemporary fashion trends and French chic.
- 3 buildings and 27 floors with over one million products and 3,000 must-have brands for shopping addicts.
- Five eclectic restaurants: La Brasserie Printemps, Delicieux, Baramaki, World Bar and Café Bé.



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