

Press release
Dornbirn, April 2010

L'Eclaireur designer shop in Paris The scene is set



He loves ordered chaos and can't get enough of beautiful designs: together with his wife Martine, Armand Hadida opened his sixth showroom in Paris in October 2009. Whether selected designer fashions or the coveted Microsoft Surface Table, everything has its place in L'Eclaireur – except boredom.

"It's not a shop, it's an experience", says Arne Quinze, describing the new branch of L'Eclaireur in the rue de Sévigné in Paris. With its aspirations of being more than just a retail space, Armand and Martine Hadida's new showroom fits in perfectly with L'Eclaireur's chain of existing outlets. The collections of top designers from around the world are displayed over a floor space of 450 m². But not to everyone. Only the staff control who gets to see the coveted designer items, and from whom the closable clothes racks remain concealed.

SAQ loves provocation, the departure from the familiar. In L'Eclaireur it is the combination of the latest high-end technology with recycled materials which creates a fascinating visual conflict.

Two tonnes of untreated wooden planks, old printing plates and boards sprayed with paint form a striking contrast to the 147 animated video screens showing the eyes of Arne Quinze's wife, Barbara Becker. Between these are arranged some of Armand and Martine Hadida's favourite and "found" objects and, of course, the designer collections. Everything appears haphazard, yet it is all perfectly staged.

The interplay of light and shade is controlled in a masterly way. This is the work of lighting designer Aysil Sari. Together with Zumtobel, she developed the Supersystem lighting system, which even allows focused illumination from a great height. The track-mounted 2.5 W LED spotlights produce a light free of UV and IR radiation which doesn't generate heat – all properties which are very important when displaying clothes. The raised areas and clothing racks are illuminated individually using a further development of the Supersystem, a rectangular 4-spotlight module. "Anyone who has such an extraordinary shop concept isn't looking for a lighting solution from the catalogue, they want a

futuristic solution. With Zumtobel it was possible to develop and implement this”, explains the lighting designer.

Armand and Martine Hadida have always wanted something out of the ordinary. The visionary couple, who opened their first designer clothing shop in Paris 30 years ago, introducing to France labels like Prada, Helmut Lang, Timberland and Tods, are renowned for their exclusive shops. The showroom which they opened in the rue Hérold in 2001 caused quite a sensation; it is not visible from outside and can only be accessed using a PIN code. Martine Hadida is

convinced that it is only possible to grow through fascinating encounters with people. For her this includes confronting customers with the unexpected, stimulating their curiosity and above all presenting the collections in a dramatic setting, rather than simply displaying them. The concept seems to be a successful one. One blogger on the internet describes with fascination the installation and the spatial experience of the new Paris showroom, but mentions incidentally that in his enthusiasm he had quite overlooked the fashions. Well, then he's sure to pay a return visit.

B1 | Arne Quinze has used over 2 tonnes of wooden planks in the new L'Eclaireur, most of them formed into a huge organic sculpture. This is intended to be a place for people to meet, look around and meet up again.



Fact box:

Client:	Armand und Martine Hadida, Paris/F
Interior design/shop design:	SAQ, Artistic work, Arne Quinze, Brussels/B
Lighting design:	Supersymetrics, Aysil Sari, Widnau/CH
Lighting solution:	SUPERSYSTEM H tracks with 2.5 Watt LED, SUPERSYSTEM as 4-spot module



B2 | The collections of top designers from around the world are displayed over a floor space of 450 m². But not all the time, and not to everyone. The staff decide spontaneously for which customers the sliding walls are opened or closed.



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More information:



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