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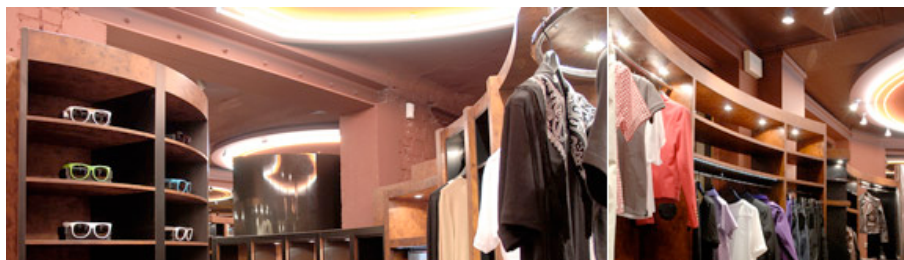
April 77 and Jerome Dreyfuss join the ranks of Paris's boutique bastion. *By Jason Wilson*

Jerome Dreyfuss

Despite the escalating euro, there are two more reasons to hop the pond in search of some uncommon French finery. Lookout 6eme arrondissement—luxé handbag designer **Jerome Dreyfuss** has just broken ground on rue Jacob in the splurge-worthy Saint Germain shopping district. "It's a great opportunity for me to show my client the universe of the label," the designer says. "Plus, I was dreaming of that exact location for years...and I hope to be able to seduce women for a long long time with my work." Conveniently, his wife fellow fashion designer Isabel Marant's boutique is located right next door.

Designed by Dreyfuss and an architect friend to resemble a modernist locker room, the 400-square-foot boutique features "lots of Jean Prouvé or Charlotte Perriand-style platform benches." Perhaps the most in demand will be the trash denim and tie-dyed totes that hang from the wall like boxing gloves—but no need to duke it out, ladies, there's plenty of Jerome Dreyfuss here to go around.

Jerome Dreyfuss, 1, Rue Jacob, 75006 Paris, France, 33-1-4354-7093.



store openings
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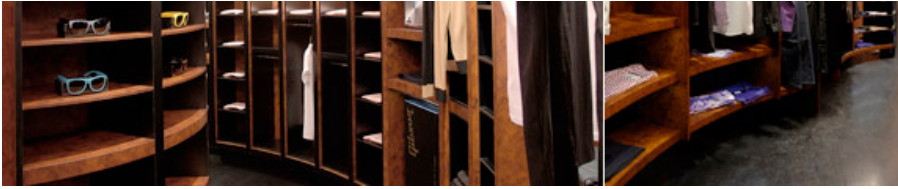
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April 77

Just across the Seine, fashion and record label April 77 has just taken up residence in a retail space right down the block from the company's headquarters. Designer Brice Partouche tapped interiors guru Steven Thomas after reading a book on Biba, the '70s retail monolith that Thomas also designed. The circular space recalls a turntable with its dark vinyl'esque floors and gleaming steel beams, a choice that complements Partouche's rock-n-roll-inspired, super-skinny unisex denim styles and fitted double-breasted blazers. Vintage radios are stashed throughout the crannied displays to further address the line's affinity for the chicest beats.

April 77, 49, Rue de Saintonge, 75003 Paris, France; +33 (0)1 4029 0730.

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