



CLOSING/ REOPENING

Press Release

Since its opening in March 1997, colette has been willing to be the place where fashion meets design, music meets publishing, beauty meets hi-tech and a place to discover art with its gallery or to relax at the water-bar. It's a living space, in perpetual movement.

Numerous makeovers have been made throughout the years, furniture changes, new organization have, until now, always been done at night or on Sundays to re-open as usual the following day... Still young (11 years), colette **closes from July 7th** for its first big renovation, let's say "lifting".

The will indeed is to ensure the first floor a broadened out area, not only dedicated to fashion, and also a more accessible space for streetwear, so dynamic today. colette therefore contacted Japanese architect **Masamichi Katayama / Wonderwall*** to go over its ground floor and finally decided to let him redesign all three floors. A real challenge for him because of the limited time and existing space to work with.

On the **ground floor**, clients will still find a selection of books, magazines, CDs, records, DVDs, hi-tech products, watches and accessories, and all these little fun objects we love. There will also be a space dedicated to streetwear culture with a wall of sneakers, a house of tshirts multi-brands and mini-shops Alife, A Bathing Ape, Billionaire Boys Club / Ice Cream, Original Fake (all exclusive).

On the **first floor**, find always **mens and womens fashion** with our unique mix of established brands and newcomers, as well as accessories and precious jewelry. Beauty, "candles bar" and our favorites of the season will come to complete. The gallery remains were currently situated and a new space for temporary projects will be created below.

Finally, don't worry, the **Water-Bar** won't move, just like the rest of the boutique, it will just have its very own brand new look : *Always getting better* is our motto.

While work is in progress, a **colette Superette** will be parked in front of 213 rue Saint-Honoré to continue shopping whatever happens, and save the date of 8/8/8 : lots of collectors to be released !

Let's meet on August 25th for the reopening, with Sølve Sundsbø photography and videos show.

Always stay connected on **www.colette.fr** : A fresh **new version** of our website will born this summer, with a full complete eshop section, as if you were really shopping at colette but 24h/24 and from your home !

Finally, colette will travel with **colette x GAP**, a special one-month installation store next to NYC's flagship GAP at 54th & 5th Avenue, September 6th to October 5th, with many exclusive collab items.

* Born in 1966, Masamichi Katayama created Tokyo based studio, Wonderwall in 2000. Renowned for his work on A Bathing Ape stores in Japan and across the world (last one opened in Los Angeles), but also for BBC/Ice Cream in Tokyo, Hong Kong, New York and famous Original Fake, Tokyo or Uniqlo's NYC flagship store, his interest in design has always been broad. While respecting conventional and traditional aspects of architecture, he believes in breaking boundaries, and he is on a continual search for new ideas. *WonderWall Masamichi Katayama*, a compilation of Katayama's works, was published collaboratively in 2003 by Frame Publishers and Birkhauser. The second volume will be published in October 2008.. www.wonder-wall.com

Further informations, please contact Guillaume Salmon & Malkiel Berry - tel 01 42 61 74 46 - email press@colette.fr