

STORE

## Maison Sarah Lavoine's New Boutique Is Next-Level Loft Envy

The French fashion designer turned a hidden industrial workshop into a shoppable flat filled with her colorful collections.

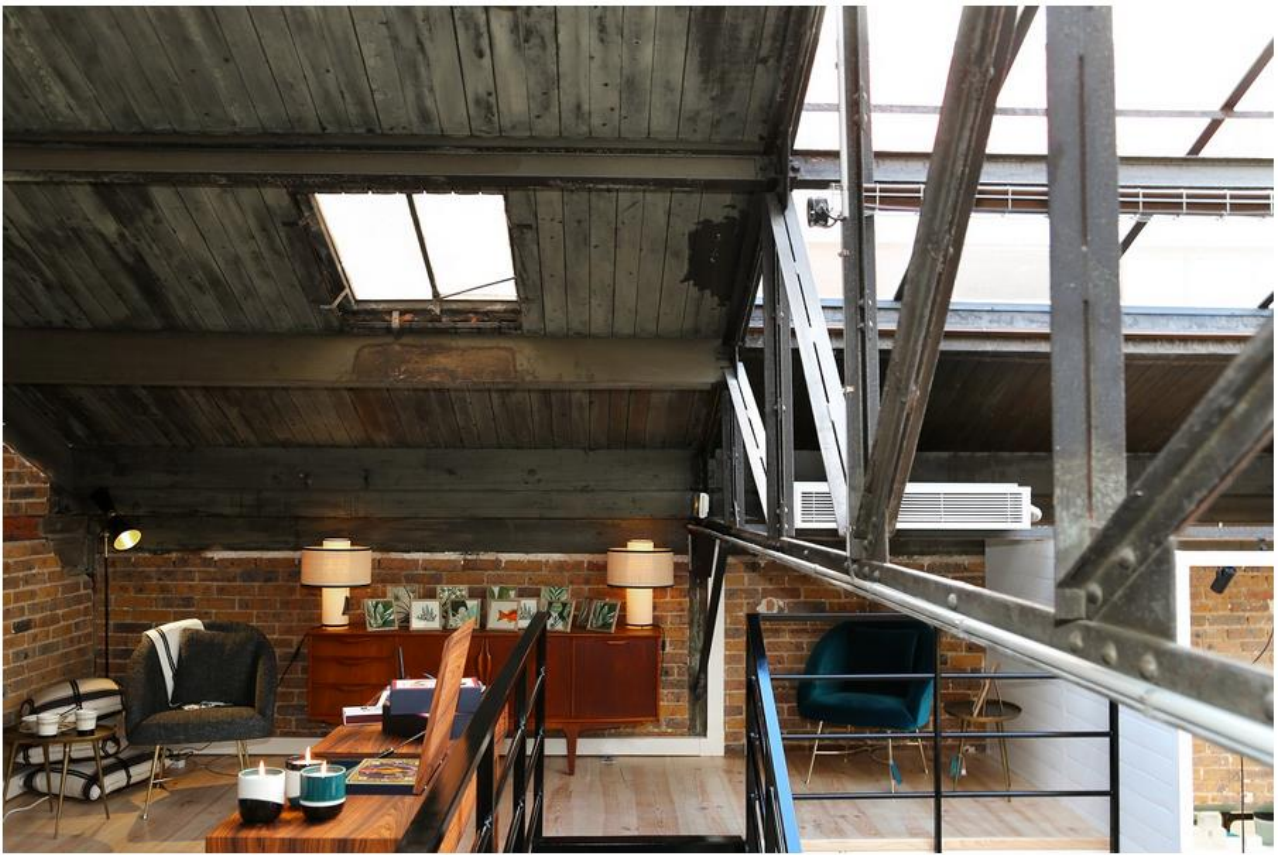
BY KATHRYN O'SHEA-EVANS

March 28, 2018



Sarah Lavoine, the Parisian interior designer and Instagram darling with a look Wes Anderson himself would *apprécier*, has taken her shoppable apartment concept to the next level, opening a new showroom in the 16th arrondissement inside a 19th-century building that's been home to a locksmith since 1957. "Our inspiration was the historic location, an old workshop that was very industrial and rough, with brick walls and a glass ceiling we wanted to preserve because the natural light coming down is pretty exceptional," says Lavoine, who designed the 1,500-square-foot space along with her team, careful to keep the original work benches and beams intact. "The interior design work was supposed to reveal the beauty of this ancient place, and highlight its main features so people could feel authenticity and happiness when getting in." Similar to the [maison she opened](#) last year in the second arrondissement, the shop is arranged much like a home—with an entertaining space, bedroom loft, and wardrobes featuring Lavoine's ready-to-wear collection, much of it in deeply saturated hues that ground the airy space; an on-site patisserie will be added soon. "We're distributing our own line of furniture and lighting, but also tableware, linen, and accessories," Lavoine says. One of her favorite pieces? "I have a personal crush on our sconce called Vadim. It's very special to me."











All photos: Julia Petroff, courtesy Maison Sarah Lavoine Boutique Passy.