



# Leseprobe

Joel Holland, Vivian Song

## **Paris Shopfronts**

Illustrations of the City's  
Best-Loved Boutiques,  
Brasseries, Bars and More

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## Zum Buch

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**The illustrator behind the highly-acclaimed books *NYC Storefronts*, *London Shopfronts*, and *Brooklyn Storefronts* turns his eye—and pen—to the City of Light.**

Brimming with *joie de vivre* and delightful detail, this journey through Paris's neighbourhoods captures two hundred intriguing storefronts that help make the city a shopper's and tourist's paradise. As in his previous books illustrating the shops of New York City and London, Joel Holland offers the unique perspective of a traveler on foot. Paris-based journalist Vivian Song's text provides an insider's perspective as to why each location is worthy of a stop on any itinerary. There are plenty of iconic stores here: le Bon Le Bon Marché, France's first department store; Shakespeare and Company, the most famous English-language bookshop in the city; the Moulin Rouge, where the can-can was born; and the Ladurée macaron shop. But there's also a bounty of lesser-known places, like a Moroccan restaurant frequented by the city's top chefs; a taxidermist's mecca; a historic lingere shop that birthed the predecessor of the modern-day brazier; and a beloved hole-in-the-wall that sells authentic Shanghai-style pan-fried buns. From the Marais to Montmartre, the Latin Quarter to the 1st Arrondissement, this delightful book offers a unique glimpse into what makes the city a magical and wonderfully diverse place to walk and shop.

### Autor

**Joel Holland, Vivian Song**

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Joel Holland ist ein international anerkannter Illustrator mit Wohnsitz in New York City. Seine Arbeiten wurden in New York, London und Tokio ausgestellt. Er hat schon mit Apple und McDonald's zusammengearbeitet. Außerdem erscheinen seine

14–16 rue du Faubourg Saint-Honoré

8th arr.

## Laulhère

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Aside from elderly French gentlemen, Parisians don't generally wear berets. In fact, one of the easiest ways to identify a tourist or influencer among the crowds is to look for the tops of brightly colored, souvenir-style flat-crowned caps. That said, there is a place for the right type of beret, styled in a way that honors French heritage and doesn't perpetuate stereotypes.

Enter Laulhère, a business comprised of master craftspeople that has been producing handmade berets for almost 200 years. Their hats have topped the heads of celebrities including Madonna, Emma Watson, and Rihanna. Founded in 1840 in the French Pyrenees from the marital union of a merchant who specialized in wool stockings and a woman from a family of beret makers, Laulhère is the last remaining beret factory crafting caps that are 100 percent produced in France.

Each headpiece takes around two days to create and passes through the hands of about a dozen local craftspeople in Laulhère's workshops in southwest France, who reshape every one by hand.

The brand produces about 200,000 berets a year for the public, but also for *haute couture* houses like Gucci, Saint Laurent, and Dior. Laulhère is also the official beret supplier to the French army, and their products have been worn by Belgian, Norwegian, and African soldiers. The company's flagship Paris store is hidden in a courtyard off the rue du Faubourg Saint-Honoré and another location is in the 18th arrondissement.

