

PARIS
SHOPFRONTS



PARIS SHOPFRONTS

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



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PRESTEL

Munich • London • New York

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Foreword



Flipping through Joel Holland's exquisitely drawn *Paris Shopfronts* is like taking my favorite bicycle ride through the city. Each of these destinations is meaningful, and I love the delightful journey through them. The book is not organized into lists of arrondissements, cafés, shops, or hotels—rather, we just naturally flow from surprise to surprise. *This is Paris!*

You'll likely recognize some of the more famous places, like Café de Flore, Shakespeare and Company, or Ladurée, but you'll also discover so many (so *many*) Parisian secrets. Joel—with the help of local journalist Vivian Song—illustrated not only the city's "best-loved" spots, but also the *real* spots, the ones that only a few people know (and if you know, you know). I'm thinking of Lastre Sans Apostrophe, for example. This gourmet shop is very near to my home and I'm just obsessed with their cuisine. So many friends in Paris don't know about this place and what they are missing out on. When I'm in line there, patiently waiting for the *plat du jour*, I marvel at the people quietly pouring in from all corners of the country because of just how special it is.

When I admire the windows of shops like À la Mère de Famille, Buly, Folderol, Café Nuances, and Marin Montagut, I reflect on my friends who founded and run them—Steve, Victoire, Jessica and Robert, Charles and his brother Raphaël, Marin—and I realize how these places flourish because of the people behind them. They exist as the result of family stories, love stories, and you can feel the emotions as you visit them.

Paris is my city, and there is a personal memory attached to every street corner. It's where I co-founded the concept store Colette, which was located at 213 rue Saint-Honoré and lasted from 1997 to 2017 (I secretly dream it would have been drawn by Joel). When it was still up and running, we worked with the cheese shop Barthélémy, with Berthillon for ice cream, with P. Legrand for the wine selection, with Maison Goyard for one-off collaborations, and they'll all remain part of my life forever. Just like the places that punctuated my earliest dates with my husband Philip: Charvet, Deyrolle, Café Verlet, Harry's New York Bar, Caractère de Cochon. And now, years and years later, he continues to rave about G. Detou and E. Dehillerin (despite complaining about almost everything else in France—he's American).

As I flip past the last page and close the book, there's only one thing I want to do: run to all the locations I don't know yet! Trains? How is it possible I've never been there with my son? La Boutique Sans Argent? *What's that?!*

Sarah Andelman co-founded Colette in Paris in 1997. For over 20 years, the concept store was globally renowned for its creativity at the intersection of style, design, art, and food. After closing it in 2017, she launched JUST AN IDEA, a consulting and curating company focused on brand collaborations and retail experiences. In 2021, she created the publishing company JUST AN IDEA BOOKS.

Introduction



My first visit to Paris was for a quick 23 hours. I had extra time before flying back to Manhattan via London, so I Channeled over and squeezed in as much as I could. I was really not prepared for just how beautiful the city was. It surpassed all literary and film-based expectations; I was gobsmacked.

I got a room at Delhy's Hotel (since renovated and now called Le Clos Notre-Dame) near the Notre-Dame Cathedral in the Latin Quarter. There were no amenities, other than an amazing view. I checked in, took a breath, and started walking.

I went past where the old Les Halles food market had been, by the bookstore Shakespeare and Company, stared at the Pompidou Centre, and kept going. I wanted to see as much as I could; it was so pretty. Eventually, I needed to break for a *café au lait* and a croissant. I could've stayed in that spot all day to soak everything in. But there was falafel to eat, art to see, and more to explore, so I carried on.

I walked over bridges decked out with golden statues and spotted unique newsstands, flower shops, tons of cafés, yellow mailboxes, and buildings with incredible histories. I passed so many stores, including brilliant oddities like a taxidermist's, a puppet shop, an exterminator, and art supply stores that knocked my socks off.

In the evening, while looking at my map to find another destination, I glanced up from the tree-lined residential street I was on and saw the Eiffel Tower. It had just started to twinkle. Starstruck, I just stood there. It was dinnertime, and I could hear the sounds of cutlery clinking on plates through open windows. Eventually, I walked up to the famous tower and marveled.

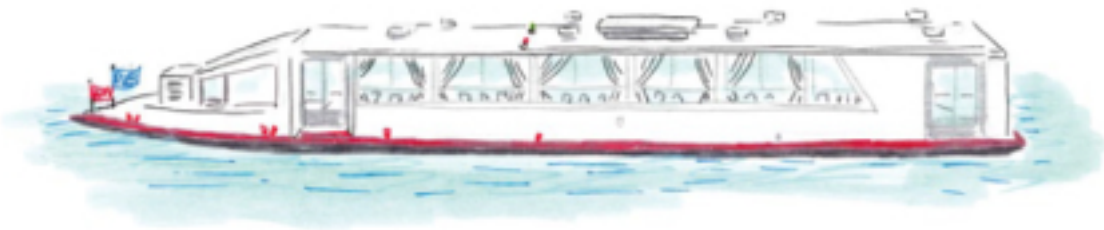
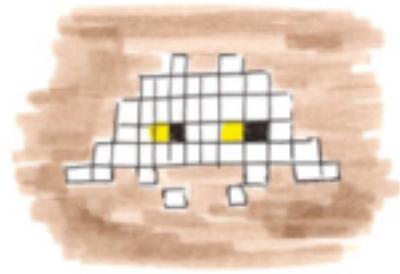
Exhausted—but not tired—I found my way back to my hotel room with a half-bottle of wine, a demi-baguette, and a few hours in which to sleep. I leaned out of the window to try to absorb all the sensations of being there, attempting to connect my prior expectations of this place to what I had actually seen.

My first book, *NYC Storefronts*—which featured illustrations of some of the city's best-loved stores—was published in 2022, and was followed by *London Shopfronts* in 2023 and *Brooklyn Storefronts* in 2024. Paris felt only natural as the next installment in the series, since visiting had been so inspirational.

Exploring a city while on vacation is much different than traveling for other purposes, and this is even more so when you live there. If you reside somewhere, your day-to-day experiences give you a unique wisdom. This is the gift that Paris-based journalist Vivian Song bestows on this book. Yes, we've included numerous heavy-hitter historic cafés and famous fashion outposts, but we've also covered an extensive array of diverse, unique businesses that show the city's wonders, both new and old. Thanks, Vivian!

Paris isn't a big city by traditional measurements, but it feels immense when you're tucked in it. The narrow passageways and skinny streets that snake along the Seine justify its romantic reputation supremely. Here, we've aimed to capture some of the pieces which make up the lovely, complex puzzle that is Paris. Take me back.

Joel Holland



Note to the Reader



Paris is known for many things—among them, constant change. Care has been taken to provide current addresses for the shopfronts in this book, but some may have since moved or closed. Certain illustrations depict places that have permanently closed. In these cases, the old address is provided, and the text notes that the business has shuttered. Other shops changed locations after the illustration was made, during the process of creating this book. For these, the old shopfront is depicted, but the new address is provided to direct readers to the current location (to help keep it open there).

