

The Influence of Sarah Andelman, Retail Provocateur and colette Founder, on Turning Shopping Into a Euphoric Experience

Sarah Andelman was at the creative helm of colette, a prescient Parisian boutique, for two decades. Known for its eye-catching collaborations, expertly curated high-low fashion mix of designer collections, streetwear, sneakers, and novelty goods, it paved the way for the modern age of retail—where price or provenance doesn't matter as much as relevance and how it's put together. In some ways, colette mastered the visual appeal and eclecticism of Instagram more than a decade before the platform even existed.

