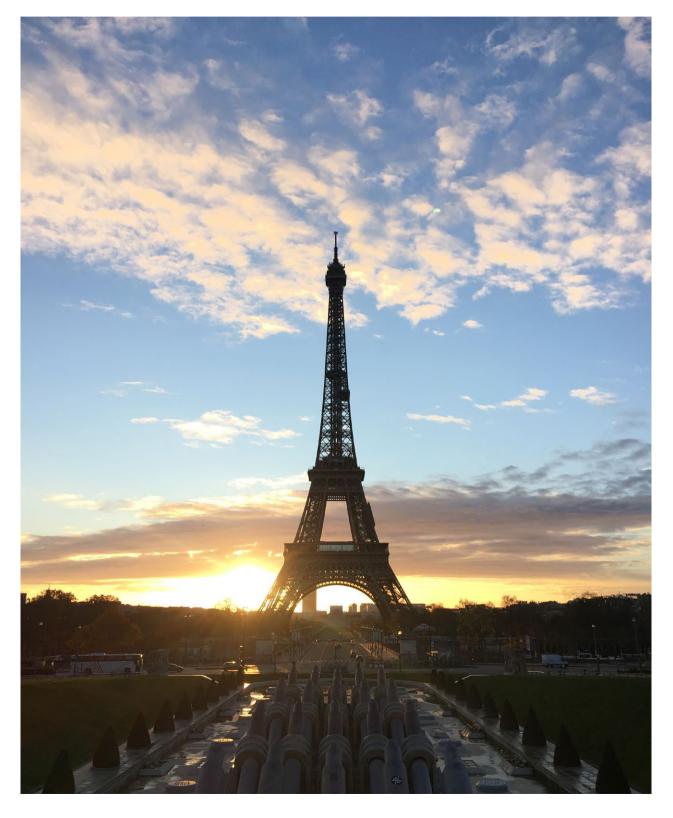# Paris

The fashion capital of Europe leads the way in terms of multi-brand luxury stores, but in recent years, the city synonymous with haute couture is becoming known for making a strong case for streetwear on the runway—and beyond.

Merci

Since 2009, Merci has become one of the Marais' must-visit shops. Its accompanying café and restaurant are frequented by the ultra-cool clientele of the neighborhood, as well as a global style-conscious audience of cognoscenti. Inside the multi-brand store is a whole host of revolving brands and installations, with a focus on empowering young designers and up-and-coming labels. Culture is a huge part of the Merci appeal, which is why it's also ideal for discovering new music and art. Another part of the appeal is how eminently Instagram ready the shop is, especially the Mini Cooper parked in front of the store that has become famous through social media.

111 boulevard Beaumarchais 75003 Paris/ Marais Nord, 3ème/merci-merci.com

Pigalle

Pigalle began as a humble storefront founded in 2008 by Stéphane Ashpool with help from his mother, an esteemed producer of fashion shows, and friends from his creative collective group, Pain O choKolat. It developed into a full-fledged brand inspired by Ashpool's rough-and-tumble neighborhood, and its main flagship in Pigalle remains a hub for the local youth. Through partnerships with brands like Nike, Ashpool uses the brand and shop as a way to give back to the kids, like when he got Nike to sponsor a colorful basketball court located right across from the store. In 2015, Ashpool's Pigalle label earned the prestigious ANDAM fashion prize, boosting the label's credibility in its native Paris.

7 rue Henry Monnier, 75009 Paris, France/ Pigalle, 9ème/pigalle-paris.com

The Broken Arm

Founded in 2013 by Anaïs Lafarge, Guillaume Steinmetz, and Romain Joste, The Broken Arm is a multi-brand store and café located in a central part of the bustling Marais neighborhood. The shop carries offerings for both men and women, consisting of brands like Raf Simons, Maison Margiela, and Kiko Kostadinov. It also carries a selection of covetable footwear from brands like Nike, adidas, and Salomon. The next-door café and restaurant is tended to by chef Stefania Melis, and in addition to coffee and espresso, it features a revolving daily menu of baked goods and breakfast and lunch options with lighter, healthy fare in mind.

12 Rue Perrée, 75003 Paris/Marais Nord, 3ème/the-broken-arm.com

L'Eclaireur

One of Paris' vanguards in directional retail, Martine and Armand Hadida founded L'Eclaireur in 1980 as a place to let talented fashion collections shine in a whole new way. In the process, they discovered some of today's most lauded labels, like Demeulemeester, COMME des GARÇONS, Junya Watanabe, and Martin Margiela. The juxtaposition of high fashion and fine art may be something relatively common now, but L'Eclaireur also paved the way for the practice, noticing early on the commonalities between appreciators of high-end aesthetics and high-minded garments. Their stores double as interactive, shop-able art installations, instilling shoppers with an exciting sense of discovery.

40 rue de Sévigné 75003 Paris/Marais, 3ème/leclaireur.com

Club 75

Club 75 is the brainchild of three friends with lifelong connections to street culture: Ed Banger Records founder Pedro "Busy P" Winter, graphic designer Bertrand "So Me" de Langeron, and Parisian cultural arbiter Michael Dupouy, of the La MJC agency and ALL GONE book series. Together, the three run a shop that curates the best in streetwear and sneakers, and collaborate on limited-edition product with a distinct Club 75 twist. That manifests in everything from bright-colored Mizuno sneakers to patchwork camouflage pants with Los Angeles brand Rokit. The store is a testament to street culture's ability to connect creators from different backgrounds around the same brands and mindset.

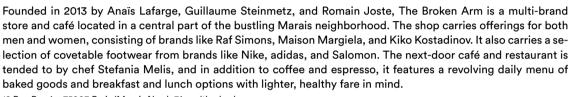32 rue Yves Toudic, 75010 Paris, France/Gare de l'Est, 10ème/club75.fr

Silencio

Director David Lynch first introduced the concept of Silencio in his 2001 film *Mulholland Drive*. A decade later, he opened a members-only Parisian nightclub as a real-life manifestation of it, collaborating with designer Thierry Dreyfus and furniture makers Domeau & Pérès. Far from a simple conceptual cocktail bar, Silencio also offers its exclusive member base plenty of curated cultural experiences throughout the year, ranging from film screenings, concerts, and talks from global creatives. On certain nights, Silencio opens its club doors to the public, making it a buzzy hotspot during events like Paris Fashion Week.

142 rue Montmartre, 75002 Paris, France/2ème, Bourse/silencio-club.com

Harmony

David Obadia was once known as the designer of Brooklyn We Go Hard (BWGH), a Parisian line of streetwear with chenille logo sweatshirts that became a trend among stylish youth in the mid-aughts. Finding his tastes evolving, he founded Harmony in 2014, continuing to progress as a self-taught designer with a penchant for quality fabrics and precision tailoring. He opened up his own flagship store in the Marais, offering an austere place to experience his nascent men's and women's label. True to the way streetwear is being elevated on the runway, Harmony mixes classic tailored garments and sumptuous knitwear with bold colors and textured materials that give a playful contrast, with the label's name indicative of the balance Obadia creates between seemingly disparate silhouettes and fabrications.

1 Rue Commines, 75003 Paris/Marais Nord, 3ème/harmony-paris.com