

DAMIR DOMA FLAGSHIP BOUTIQUE – PARIS

Damir Doma is proud to announce the opening of a new flagship boutique in the heart of the most luxurious shopping district in Paris, at 54 Rue du Faubourg St. Honoré. Located in a discreet courtyard, the boutique will be neighbours with the Comme des Garçons store. Across three levels at this prestigious new address, the Damir Doma Womens and Mens collections will be housed alongside the diffusion line SILENT by Damir Doma.

Designed by renowned Australian architect Rodney Eggleston of March Studios (who rose to fame after designing the stores for Aesop Skincare worldwide), the space will be an expression of Damir Doma's personal aesthetic - with raw materials and considered, intimate spaces. A colour palette of black, white and earth tones will decorate the 200m² boutique that will include a private salon for VIP clients, who in the past have included Usher, Lenny Kravitz.

The boutique will open with the first deliveries of the Spring Summer 2012 collections. in March 2012.

"I'm completely thrilled to work on this project with Rodney Eggleston whom i really admire for his creativity and forward thinking. From the beginning we had the goal to find a new and edgy perspective on luxury shopping and create a very sophisticated interior but above to extend the DD universe. I want to use all materials in their most raw form that defines also the colours, structures and the feel of it. The boutique interior is about levels and layers, just like my clothes. We are following my design process when we work on the architecture of the boutique. The feeling in the shop will be very informal. I want the customers to feel like they are in my apartment, so we approached the boutique much more as a homely space than as a classic retail store. We are playing with some strong oppositions. There is a certain rawness and purity, coupled with intimacy and sophistication."

"I am happy and glad to have the opportunity to open our flagship boutique in Rue du Faubourg St. Honoré, which is one of the most prestigious streets in the world. We will be very different from our neighbours, so this is a chance to exhibit a strong and personal identity. We will reach a new and wider audience, which for me is very exciting. I hope we can shake up the area and leave a deep footprint."

- Damir Doma

DAMIR DOMA, 54 RUE DU FAUBOURG ST.HONORÉ, PARIS 75008

OPENING MARCH 2012