

RETAIL LIFE

COMMENT



GOOD SHOP BAD SHOP



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Merci, Paris There's a new kid on the block in Paris and it is Merci, a fashion-meets-lifestyle department store.

There are three ways in, through: a charming courtyard, complete with vintage parked car; a sensory florist that's like a walk in the country; and a hip cafe-cum-library.

Whichever door you take, Merci is a no-holds-barred seduction through fashion, fragrance, accessories, home and furniture products.

What's great about this shop is there are lots of reasons to buy: the product is stocked with abundance and displays are beautiful and approachable. It's not precious, it's not a museum, like many lifestyle concept stores can be.



GIVE, Liverpool Having heard much about George Davies' new GIVE format, I was intrigued to see the store that's been billed as plugging the gap in the market through fashion that's relevant and individual to women over 30.

I was entirely underwhelmed – this was hardly a celebration of something innovative on the high street but rather a samey-looking store whispering about tailoring services positioned as an add-on, rather than central to the store's ethos.

The strange window view into the tailor area in the back of the store felt like a mistake, not an inclusive gesture, and the staff appeared as awkward as the shopfit. Good idea, bad execution.