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**Marlies Dekkers Opens 1st Paris Shop**

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Published: Monday, April 30, 2007

By Katya Foreman  
**PARIS** — Dutch lingerie designer Marlies Dekkers has landed in Paris.

Dekkers unveiled her new 800-square-foot store on April 16 at 10 Rue du Cherche Midi.

"We wanted somewhere that had a nice mix of established and upcoming brands, art galleries and restaurants," said Arnold Perizonius, a member of the brand's board.

The site is situated a hop away from the Eres and Aubade stores. A touch of whimsy adds to the brand's provenance, with window displays of mannequins wearing tongue-in-cheek mixes of brash lingerie and traditional Dutch white lace caps. The mannequins stand on a carpet of broken delft blue crockery. Inside, a red carpet rolls out to a neo-Baroque dressing area.

Dekkers designed the wallpaper herself, featuring a "fairy-tale fantasy" print lifted from a past collection. A chocolate bar stocked with handmade Dutch goodies, as well as a fireplace and chandeliers crafted from Egyptian black crystal, decorate the space.

The store marks the seventh opening for the designer, who has locations in Holland, Belgium and Thailand, including Bangkok.

"We plan to open flagships in every major city we're distributed in as it's the perfect three-dimensional advertisement for the brand," said Perizonius.

Dekkers is sold in 18 countries, and Russia and Israel are among emerging markets. The company will mark its 15th anniversary next year.

Perizonius declined to give sales projections, but noted the brand had achieved double-digit growth over the last two years. Next up are stores in London and Berlin.

"From July, we'll have our first sales representative in the U.S., and we do plan to open stores there eventually," he said.



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A view of the store's eclectic interior.

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