

“
*Paris has a sense of
tradition, but not
convention, so it's good
for creativity*
”



INÈS AND THE CITY

GLOBAL STYLE ICON
INÈS DE LA FRESSANGE TELLS ALL
IN THIS INTIMATE LOOK AT HER
BELOVED PARIS

Dynamic, expressive, and a true spirit of chic meets joie de vivre, Inès de La Fressange has an exciting career, never afraid to delve deep into all corners of the fashion industry. The model, illustrator, fashion designer, boutique owner, collaborator of Uniqlo, and Roger Vivier brand ambassador, laughs often and speaks her mind when it comes to the ins and outs of reinvention, and love for the Parisian scene. “Paris has a sense of tradition, but not convention, so it’s good for creativity,” she said.

Her first impression of Paris came as an outsider with a strong connection to the aristocratic women in her family, and her heritage. “When I think about my childhood in Paris with my great grandmother, it was absolutely like the 19th century: apartments all in red velvet, women with white gloves, drivers with caps,” she recalls, describing the treat of taking the metro from the countryside, even when subway seats were made out of wood. She also

credits her grandmother as an inspiration for her sense of fashion and design. “I was spending a lot of time with her, she would dress up in haute couture and at this time I preferred jeans with holes, but finally I learned a lot about fabrics and cuts. It helped later when I worked at the Chanel studio with Karl Lagerfeld.” The author of the trilogy *Parisian Chic*, a style guide, a city guide, and a look book, lives next to the **Panthéon**, in the Fifth District, a place she described as youthful and happy, with lots of universities and schools.

Her first apartment in the city was on the garden of the **Palais Royal**. “It was like living in a museum! Incredible!” Now, she wakes up to a garden with a palm tree, both rare and fabulous treasures in The City of Lights. “I love the Left Bank to live, it’s charming and nice to walk everywhere. **Rue de Tournon**, **Rue de Bourgogne**, **Rue Jacob** are beautiful places. I work on the Right Bank



DE LA FRESSANGE COURTESY OF INÈS DE LA FRESSANGE; ISTOCK



Inès confessed that she only saw Montmartre for the first time when she was 18, and despite her hesitation to visit a place known for tourists, she was pleasantly surprised.

which is more international, and where most of the luxurious brands have their offices and shops. My office at **Roger Vivier** is on **Rue du Faubourg Saint-Honoré**, it's very sophisticated," she admits with a laugh. In the area, she loves the **Jardins du Luxembourg** in any season, and recommends **Le Bon Saint Pourçain** and **Le Petit Célestin** for food. "Both are real clichés of Paris bistros, but they are really very good and not tourist traps." She drinks her coffee at **Cinéma du Panthéon**, and to satisfy her sweet tooth, she loves a good Mont Blanc (chestnut cake) or a L'Incroyable, a meringue, cinnamon-spiced biscuit, coated with white chocolate shavings; from **Aux Merveilleux de Fred**.

When she wants to feel romantic, she goes to **La Butte-aux-Cailles**. "It is not a very well known district, but looks like a village. It's nice to take a walk there when

you are in love, and of course along the **Seine**." For weekends, she recommends having lunch at the food market, **Marché des Enfants Rouges**, to people-watch. And for a quick gateway, her favorite is the resort of **Deauville**. "It is not far from



Paris, but you are immediately in a different atmosphere by the sea. The light, and shrimp, are worth it!"

She pities those who have limited time to explore Paris, but in the best sense of a *flâneuse* fashionista, recommends a

walk around the **Marais** and **St-Germain-des-Prés**, and to stop at the department store **Le Bon Marché**, the multibrand **Merci**, the **Roger Vivier** store with "the most beautiful shoes on earth," and her shop, **Inès de La Fressange Paris**, a special place to grab presents and beautiful souvenirs for home. Her Instagram, @inesdelafressangeofficial is a love letter to Paris, with her little postcards of corners and moments, and a source of inspiration on where to find unique and beautiful things.

As a woman, she recognizes that even in the hyperreflective world of fashion and design, there is room for improvement. "It's not the role of women that has changed, but rather their image. Fashion improves every six months, no indus-



"[Paris is a place with] no prejudices about what can be elegant or not. Women know they can get great things in cheap places and they manage to make great looks without brands and labels," explains Inès, who recommends Kiliwatch, on Rue Tiquetonne, as one of her favorite vintage clothing stores.



Above, the children's clothing store Milk on the Rocks, one of Inès' favorite places in Paris.



try changes so quick and makes self-analysis so often, but let's say the image of older women maybe should appear more in the press." Like the city itself, classic, elegant, and yet always trendy, Inès de La Fressange has managed to offer an insider's look into the French-girl style, with a universal feel and an innovative approach. "Paris has a long history of fashion and a huge patrimony, but above all, France has always been a welcoming country for other cultures and all kinds of nationalities. Protectionism is bad for creativity. Look at the names of most of our designers, they originally come from other countries. So being open to the rest of the world is a key for success." ■ —ANGELA LANG

THE PARIS IT LIST

BEST JEWELRY DESIGNERS: Marie-Hélène de Taillac on Rue de Tournon, and Pascale Monvoisin, sold at Whitebird on Rue du Mont Thabor.

BEST TEENS' SHOP WHERE EVERYONE CAN FIND NICE THINGS: Soeur on Rue Bonaparte.

BEST FOR VINTAGE CLOTHES, BELTS, AND SCARVES: Kiliwatch on Rue Tiquetonne, and Thanx God I'm a V.I.P. on Rue de Lancry.

MUST FOR CHILDREN: Milk on the Rocks on Rue de Mézières and Bonton, on Rue de Grenelle

BEST HAIR EXPERTS: Delphine Courteille on Rue du Mont Thabor; and Christophe Robin, for color, on Rue Bachaumont.

BEST FOR JAPANESE CLOTHES THAT LAST FOREVER: 45RPM on Rue d'Alger.

BEST PLACE FOR INTERIOR DESIGN: Caravane on Rue Saint-Nicolas.

BEST PLACE FOR LUXURIOUS HIGH FASHION FABRICS: Janssens & Janssens on Rue d'Anjou.

BEST PLACE FOR WINE: Legrand Filles et Fils on Rue de la Banque.

BEST FOR CAKES: La Tarte Tropicaine on Rue de Montfaucon.

BEST TYPICAL FRENCH CAFÉ WITH NICE STONWARE ON THE WALLS: Clown Bar on Rue Amelot.

BEST FLEA MARKET: Paul Bert Serpette in Saint-Ouen.

BEST RESTAURANTS: The small Italian La Corte on Rue Saint-Honoré, and Chez Paul in Rue de Charonne.

BEST MULTIBRAND SHOPS: Pieds Nus on Rue Saint-Anne, and Simone on Rue de Saint-Simon.

BEST RENOVATED SHOP IN AN ANCIENT FACTORY: Uniqlo on Rue des Francs-Bourgeois.