

DUVELLEROY

March 11, 2025 Paris

Duvelleroy, a Parisian fan house founded in 1827 and revived in 2010

Reopening of the Duvelleroy boutique, 17 rue Amélie 75007

This renovation project was born from the desire to reaffirm our Parisian roots, to tell our story and showcase our craftsmanship, invite people to try different fans, and offer a setting worthy of our exceptional pieces.

With all these elements in mind, we have designed this new space as a boutique-lounge—a place where visitors can stroll, find inspiration, adopt a fan as a daily companion, or choose a unique piece.

At the heart of the space, a fan cabinet taken from the maison's archives, originally present in the first Duvelleroy boutique in the 19th century, serves as a focal point. Architect Audrey Bouaziz has envisioned a contemporary setting: a mirrored slat bar evoking pleats and a Parisian-style wooden library. The ensemble is punctuated with yellow velvet—Duvelleroy's signature radiant color. This renovation reflects the brand's creative approach: drawing from heritage to find resonance in the present.

The dialogue between past and present continues through the objects inhabiting the boutique. A curation by Léa Dassonville, Duvelleroy's artistic director, sourced from leboncoin, juxtaposes different eras and styles—combining nods to Art Nouveau, a golden age for the House, with the rounded shapes of the Space Age.

"Since my very first visit to an attic in the countryside where I discovered Duvelleroy's archives, I have cherished the dream of bringing this House back to life. What madness and what beauty it is, fifteen years after relaunching Duvelleroy, to reopen a boutique entirely dedicated to fans. I truly believe this object is our future," says Éloïse Gilles, owner and director of Duvelleroy.

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