



LALIQUE

PRESS RELEASE

LALIQUE REINVENTS ITS PARIS FLAGSHIP AT 11 RUE ROYALE

Reopening on 18 November 2025

A symbol of refined Parisian elegance, the historic address at 11 rue Royale will reopen its doors on 18 November 2025. Marking the 90th anniversary of its first establishment on this iconic thoroughfare, Lalique unveils a renewed setting where crystal, light and emotion combine to create a unique experience: a reimagined art of living.

In 1935, René Lalique left Place Vendôme to settle at 11 rue Royale, in the heart of Paris. Ninety years later, the Maison returns to the footsteps of its founder and reinvents this historic address.

More than a boutique: a place of life, art and light where the Lalique art of living is expressed more than ever before.

Behind the heritage façade, visitors discover an intimate, inspiring home, imagined as the apartment of a cosmopolitan artist couple. The light-filled spaces reveal a subtle dialogue between authenticity and modernity, between heritage and creation.

« Our Lalique setting on rue Royale symbolises a return to our roots, but also a projection into the future. We wanted the poetry of René Lalique to resonate here in a contemporary language: one of light, material and emotion. »

— Marc Larminaux, Artistic and Creative Director at Lalique

The new 115 m² space expresses the Maison's artisanal virtuosity and contemporary creativity. From the entrance, a flight of sixty crystal swallows, emblematic of the Maison, welcomes visitors in an airy movement symbolising freedom and renewal.

Luminous arches adorned with the Laurel motif evoke victory and eternity, while the floral dahlia flooring pays tribute to nature, René Lalique's eternal muse.

The materials — Burgundy walnut, Jadore quartzite, brass, terrazzo — celebrate tactile nobility and the richness of natural elements. The Vosges blue that dresses the library echoes the forests surrounding the Wingen-sur-Moder manufacture in Alsace, the beating heart of the Maison.



LALIQUE

A journey into the world of Lalique

The boutique invites guests on a sensory journey through the seven pillars of the Maison: decorative objects, interior design, tableware, jewellery, art, fragrances and hospitality.

Each space offers a distinctive thematic experience:

- **The Boudoir**, dedicated to jewellery, highlights the *Cabochon* ring, a timeless icon.
- **The Winter Garden**, bathed in natural light, showcases the *Orgue* and *Perles* creations alongside the mythical *Cactus* Table.
- **The Vanity**, reinterpreted in a luminous setting, celebrates perfumes and their exceptional flacons.
- **The Library**, crowned with graceful arches, presents iconic, heritage and contemporary collections.
- **The Cabinet of Curiosities**, with its backlit brass display cases, reveals a selection of unique objects, from exceptional pieces to the perfect gift.
- **The Lalique Interior Design Studio Atelier** unveils the secrets of crystal through sketches, samples and bespoke projects.
- **The Bar**, at the crossroads of Art Nouveau and Art Deco, embodies the Lalique art of living and pays tribute to the Maison's gastronomic universe, now counting three restaurants awarded two Michelin stars.

A place of emotion and light

More than a reopening, 11 rue Royale is a declaration of intent.

A tribute to the genius of René Lalique and the audacity of his successors, who continue to sculpt emotion and shape dreams.

A space where crystal becomes language, material and light, and where every reflection tells a story.



LALIQUE

About Lalique

Founded in 1888 by visionary artist René Lalique, Lalique is a symbol of audacity, elegance, and artistic excellence. As one of the most prestigious French crystal glass houses, Lalique is synonymous with masterful craftsmanship, timeless design, and unparalleled savoir-faire. With an instantly recognizable aesthetic, Lalique transforms everyday moments into extraordinary experiences. From decorative objects to interior design, jewellery, perfumes, art, and hospitality, every creation embodies a refined lifestyle. Lalique collaborates with renowned artists and designers, including Zaha Hadid, Damien Hirst, Anish Kapoor, Yves Klein, Arik Levy, Terry Rodgers, and James Turrell, to craft extraordinary pieces that unite innovation and tradition. These exclusive partnerships bring bold artistic visions to life through Lalique's exceptional craftsmanship. Since 1922, each work of art is handcrafted in Lalique's historic Alsace manufacture, ensuring a legacy of excellence.

For more information, please visit www.lalique.com / [@lalique](https://www.instagram.com/lalique)

Press contacts

UK - SIMON+SIMON COMMUNICATIONS

Sonia SANSON DUBAN | sonia@simonplussimon.com

Lucie RISACHER | lucie@simonplussimon.com

Melissa BYRNE | melissa@simonplussimon.com

INTERNATIONAL - LALIQUE

Elle STEINBRECHER | elle.steinbrecher@lalique-group.com

Vân BOUCHET | vbouchet@lalique.fr

Cerise GUISEZ | cguisez@lalique.fr