

ÉCLAIR COUTURE

“Craft Your Signature Indulgence with Fauchon”



PRODUCT

Handmade, personalized éclairs

- **Professional pâtissiers** stationed by store windows, where customers can personalise their éclairs, view the process of their product, and choose their fillings, toppings, and decorations. Passersby can see the process of éclair-making from outside the store, drawing them into the store.
 - It creates a chic, sensory-oriented space and highlights the “**art of personalization**” through interactive stations with professional pâtissiers. It also pays homage to Fauchon’s history of communicating through éclair-design.
- **Limited edition macarons** with patterns by French artist **Victor Vasarely**, leader of the Op Art-movement, since there’s murals of his work inside of Gare de Montparnasse – a celebration to the train station’s art and history.
 - All product flavors will be **limited edition**, which creates a sense of **exclusivity**. The ones inside the pop up store will change every 3 weeks based on the collaboration with the celebrities chosen for each time period.





PRICE

Éclairs

- 1 single personalised éclair: 15€
- 1 single éclair (celebrity design): €20
- A pack of 3 pieces: €45



Macarons

- 6 pieces: €30
- 12 pieces: €50
- 32 pieces: €115





PLACE

Pop -Up Location; Madeleine

- **Place de la Madeleine** is quite significant in regard to Fauchon's history.
- This area is where Fauchon was founded, shaping its culinary direction in gastronomy since the 19th century. With luxury shopping and gourmet delights, it sets the perfect tone for the pop-up store.

Concept Store Location; Gare Montparnasse

- **Gare Montparnasse** is one of the major railway stations in Paris, serving southwestern France.
- Montparnasse itself, is a vibrant district in Paris, known for its artistic, cultural, and transportation significance.
- The area houses many famous chain stores, crêperies, and historic bistros.
- Its **central location and transportation** links make it a key district in the city!

PROMOTION

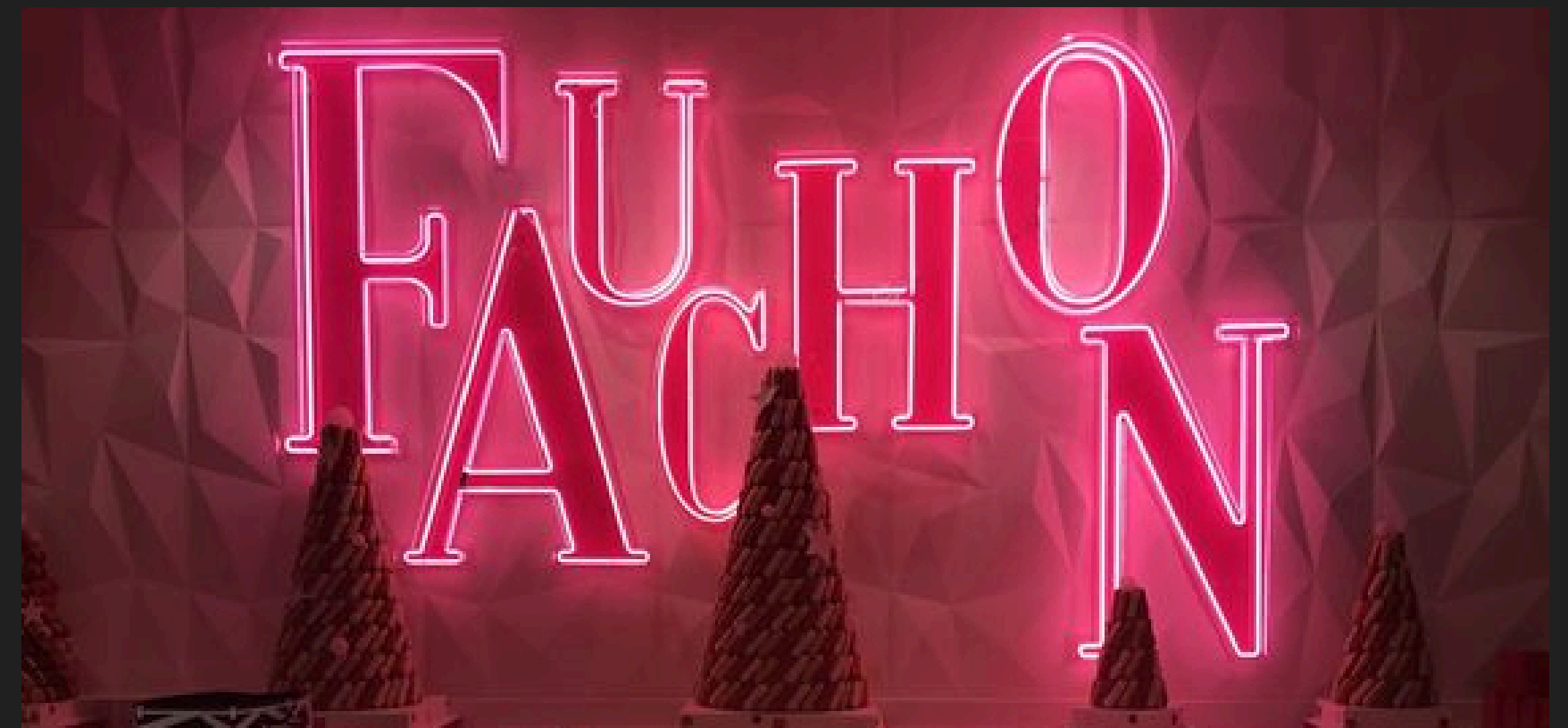
- Staff-members dressed in Fauchon's brand colors, fuschia and black, will hand out flyers to train station visitors to **promote the opening** of the store.
- Musicians will play accordions near the store to create a Parisian feeling and attract attention from passersby and draw in customers to the store.
- **Digital displays** and **paper posters** will be placed around inside of the train station.
- Through a **partnership with SNCF**, the event and the stores will be promoted to train travellers arriving or departing from Gare Montparnasse.
- An area close to the store entrance will offer taste-testing of Fauchon's most popular flavours to raise awareness to the brand and the store event.
- Through **collaborations with celebrities**, e.g. Kylian Mbappe, Aya Nakamura, and Timothée Chalamet, exclusive flavors of macarons will be sold in store and each celebrity flavour will be available for three weeks.



CONCEPT STORE

Objective: The concept store will be a **luxurious, flagship experience** centered on celebrity collaborations, limited-edition products, and rotating seasonal flavors to reinforce Fauchon's gourmet, **high-end identity**.

Focus: A more **immersive**, curated experience, offering **deeper engagement** with the brand and its products.



CONCEPT STORE LAYOUT

- The store will have a **blend of on-the-go sections** for travelers who are in a rush and want to grab a snack or meal quickly.
- **High-impact façade** with Fauchon's branding in neon pink and gold accents to signal luxury and trendiness.
- The **window display** should rotate based on the current celebrity collaboration or seasonal éclair collection, showcasing key products with **museum-style displays** or **interactive elements**.
- A digital **screen showcasing videos** of the celebrity collaborations, chef interactions, and the pastry creation process to pull people in.



CELEBRITIES COLLABS



AVA

NAKAMURA

A French singer who is currently the most-listened to female artist in the French language and a part of the opening show for the Olympics 2024 in Paris.

Flavors: Forest Berries

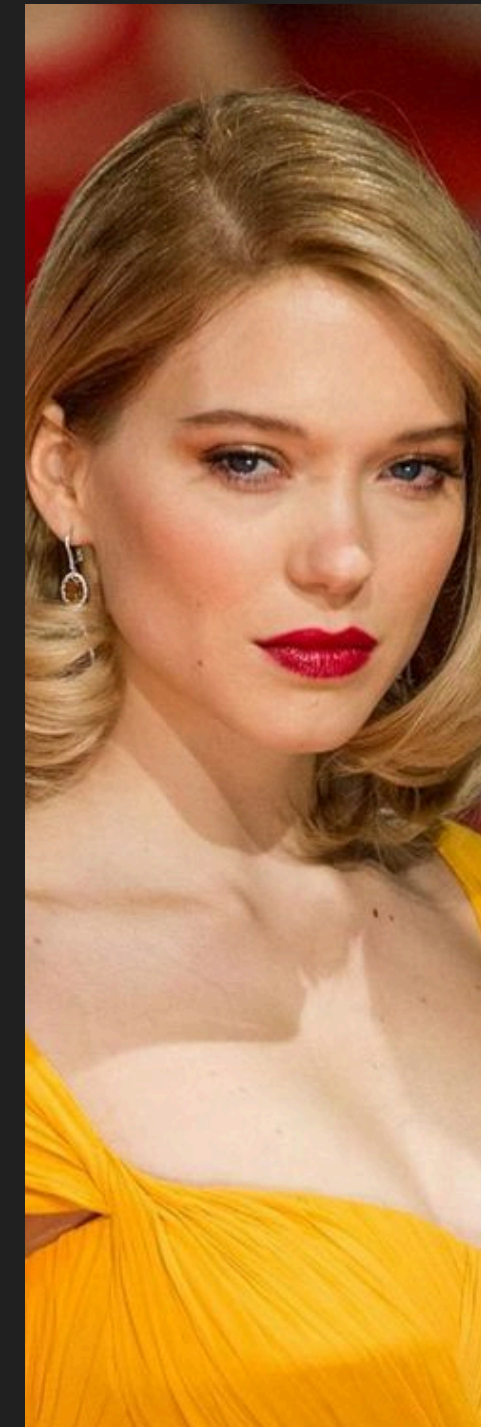


KYLIAN

MBAPPÉ

A French football player with a large following and currently in the national team for France and Real Madrid.

Flavors: Coffee with Cacao-powder



LÉA

SEYDOUX

A French actress who has had a long, successful career both in France and internationally, having starred in movies such as James Bond and Midnight in Paris.

Flavors: Strawberry with Raspberry Sprinkles

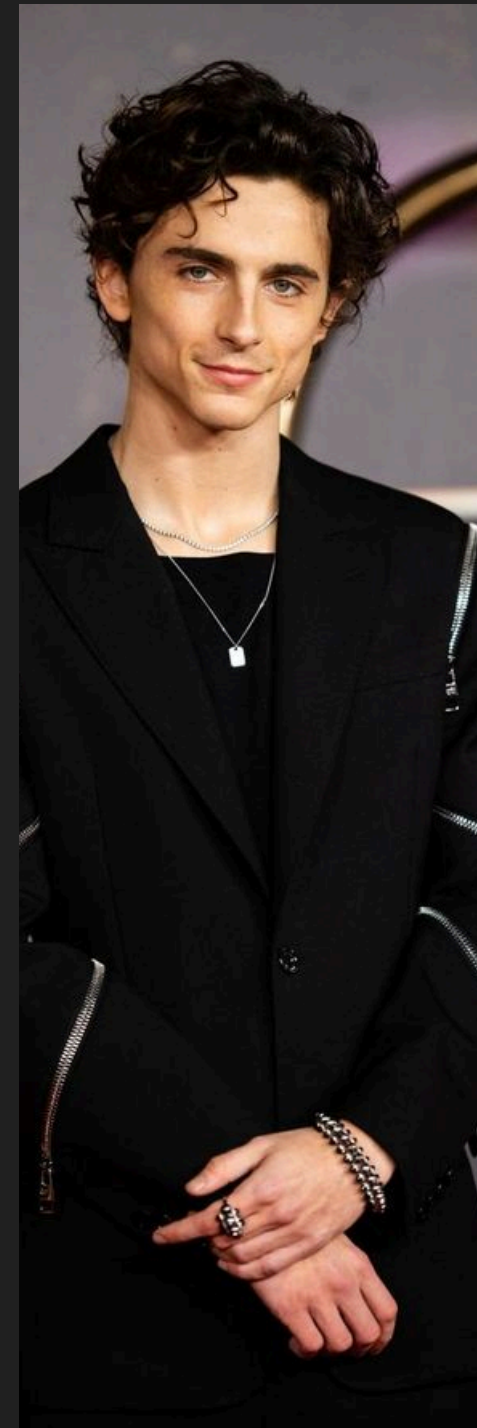
CELEBRITIES COLLABS



SOPHIE
MARCEAU

A French actress, director and writer who is popular in France and East Asia since the 1980s.

Flavors: Vanilla
Champagne



TIMOTHÉE
CHALAMET

A French-American actor who gained mainstream popularity in recent years due to successful movies such as Wonka and Dune and Dune 2.

Flavors: Truffle
Chocolate

POP UP STORE

→ The pop up focuses on attracting high foot traffic with an accessible, interactive personalization experience. It's gonna be quick, **visually appealing**, and **buzz-worthy**. Having this pop-up at the Place de la Madeleine will tap into **impulse purchases and immediate social media sharing**.

→ The pop-up store will be designed to resemble a **luxurious, vintage-inspired train** car that blends the elegance of Parisian style with Fauchon's modern flair. The aim is to create a visual connection between the romanticism of travel and the indulgence of French gourmet pastries, all in a compact yet striking form that stands out within the bustling train station.



POP UP STORE DESIGN

→ The Pop Up will be **structured like a train**, in order to be related to the concept store located in Gare Montparnasse. The front will resemble a train's entrance doors, with **bold Fauchon branding** (in fuchsia and black) and a neon-lit marquee above the entrance reading "Le Train Gourmand by Fauchon."

→ Inside the "windows," there will be **digital displays** showing eclair designs, celebrity collaborations, and glimpses of the customization process.

→ The Fauchon logo in white will be prominently displayed across the top and sides, further enhancing brand visibility.



POP UP FEATURES

Personalization Station:

→ Further inside, the core of the experience is the **personalization station**, where customers can create their own éclairs.

→ The counter is sleek and modern, in black with fuchsia accents. Behind the counter, Fauchon chefs dressed in stylish black and fuchsia uniforms will guide customers through the personalization process.

→ Above the counter, a digital train station departure board will display the current flavors and toppings available, resembling the iconic train station flip boards that show train schedules. Each “departure” can be a new flavor or topping option. In this screen is also shown the promotion for the celebs' eclairs existing only in the concept store.

→ **Quick customization:** The éclair is quickly assembled and finished by a pastry chef, allowing customers to watch the process. Customers choose from flavor bases (chocolate, vanilla, coffee, etc.), toppings (berries, gold flakes, etc.), and fillings (fruit, cream, etc.).



POP UP FEATURURES

“Train Window” Wall:

→ One side of the pop-up will be designed to resemble a luxury train window, with a backdrop of Paris. The wall will be specifically designed as an Instagram/photo-op moment, with perfect lighting and the Fauchon logo subtly in the background.

→ Customers can hold their éclairs and take photos in this beautiful spot, sharing their gourmet journey on social media.

→ Used for those who have enough time to take pictures or those who came only because of the promo they saw on Instagram or tiktok. Incorporating fuchsia neon signs with phrases like “Bon Voyage” or “All Aboard the Gourmet Express” for added branding.



Presentation

THANK YOU

Group 4

