

## **FAUCHON Unveils New Gourmet Haven at Carrousel du Louvre**



**Paris, France – July 9, 2024** – FAUCHON, the renowned luxury French brand, celebrated for its gourmet, gifting, and lifestyle experiences, is proud to announce the grand opening today of its new corner at the Carrousel du Louvre in Paris. This 40m<sup>2</sup> store marks a significant milestone as FAUCHON's first location adjacent to the world's most visited museum.

The new FAUCHON corner will offer a haven of "joie de vivre" for museum lovers and international visitors alike as they explore the Carrousel du Louvre. The store aims to attract a young, local, and international clientele through FAUCHON's latest experiential retail format. FAUCHON's presence currently spans 15 countries with 85 points of sale.

Designed to create joyfully disruptive moments, The Carrousel du Louvre store features the brand's reimagined macaron, chocolate and confectionery collection, a range of savory and sweet biscuits, jams, foie gras, spreads and champagne. Gift boxes are also available for those looking to bring FAUCHON's gourmet excellence and French luxury experience home. Visitors will also find FAUCHON's renowned tea blends, including the iconic "Un après-midi à Paris", "Un Soir de France", and the latest evolution in FAUCHON's 135-year tea history, "Bisou Bisou", inspired by the iconic cake of the *maison*.

Pâtisseries are also available, including the signature, Corner exclusive chocolate éclair Joconde, inspired by the Mona Lisa. **Executive Chef Sébastien Monceaux** expressed his excitement, stating, "FAUCHON always welcomes opportunities to put an innovative twist on a classic French favorite. It was exciting to revisit our recipe archives and bring back for

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a new generation our iconic chocolate éclair inspired by one of the Louvre's most iconic paintings: the Mona Lisa.”

**Chief Operating Officer, Europe & Americas, Sandrine Girault** emphasized the strategic significance of the new location, saying, “Rivoli’s prime location is incredibly attractive for FAUCHON. Being situated next to an iconic museum brings a renewed sense of opportunity for brand expansion. Gen Z and international customers are increasingly seeking limited edition pâtisserie and iconic gifting products, and the semi FAUCHON bag is always a good idea. We are excited at the prospect of reaching new audiences.”

**Marie Mauvage, Director Carrousel du Louvre**, added, “We are delighted to welcome FAUCHON to the Carrousel du Louvre, an iconic location in the heart of Paris. With 15 million annual visits, the Carrousel du Louvre is an exceptional shopping destination that celebrates the *art de vivre* in a unique cultural and historical setting. This new gourmet stop will surely delight our national and international audiences.”

FAUCHON invites everyone to join the celebration and experience the epitome of French gourmet and gifting offerings at their corner on 99, rue de Rivoli, Paris 75001, at the entrance of the Carrousel du Louvre, open 7 days a week (everyday from 10am to 7pm and from 10am to 8pm on Friday).

**For more information, high-res images, or samples, please contact FAUCHON Paris PR team:**

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**About FAUCHON Paris**

In 1886, there was a simple man from Calvados who revolutionised his era and changed the landscape of legendary Place de La Madeleine in Paris. A dreamer and a trailblazer, Auguste

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Félix Fauchon turned his last name into a world-renowned modern brand and the benchmark for French luxury gastronomy. FAUCHON today dare to reimagine what pâtisserie and gourmet foods, fine dining and cafés, shops and travel retail, five-star hospitality (Paris, Kyoto and in 2026 Riyadh), catering and events and now a gastronomy school in Rouen can be not as places but a hub for infinite joyful connected moments. The brand is now present in over 15 countries with 85 points of sale. Celebrating our 138-year-old French food artisan & experiences legacy, FAUCHON is the rendez-vous for global gourmands. For additional information, visit [www.fauchon.com/en/the-brand](http://www.fauchon.com/en/the-brand)

## About

## Carrousel

## du

## Louvre

An exceptional location in the heart of Paris, the Carrousel du Louvre masterfully combines shopping and culture. The center brings together over 10,000 m<sup>2</sup> of shops, more than 7,000 m<sup>2</sup> of conference and exhibition spaces, the Studio Theatre of the Comédie Française, and a mythical work of art: the Inverted Pyramid, designed by architect Leoh Ming Pei. Its noble and grandiose architecture, along with its prime location, provides tourists and Parisians with direct access to the Louvre Museum. This is an undeniable asset for the center, which welcomed 15.3 million visits in 2023. Open seven days a week, the Carrousel du Louvre has been offering its prestigious setting to the public since 1993. Its premium brands such as Fragonard, La Maison du Chocolat, and Swatch, as well as its original event programming, confirm its leading position as a must-visit destination for shopping and culture in Paris. For more information, please visit: <https://www.westfield.com/france/carrouseldulouvre>