



FINEST POP UP STORE

HAUT MARAIS PARIS

# **Designed for Brands.**

**MCILAB16** is the simplest way to test your brand and book a unique and original pop-up space in the new fashion area in Paris.  
expert in brands strategic implementation Expert in retail for 25 years.



# **MCILAB16.**

Located at 16 Boulevard des Filles du Calvaire, in the 11<sup>th</sup> district of Paris, the store is immersed in one of the trendiest and uprising area of the Fashion and Style worldwide capital.

## **90m2.**

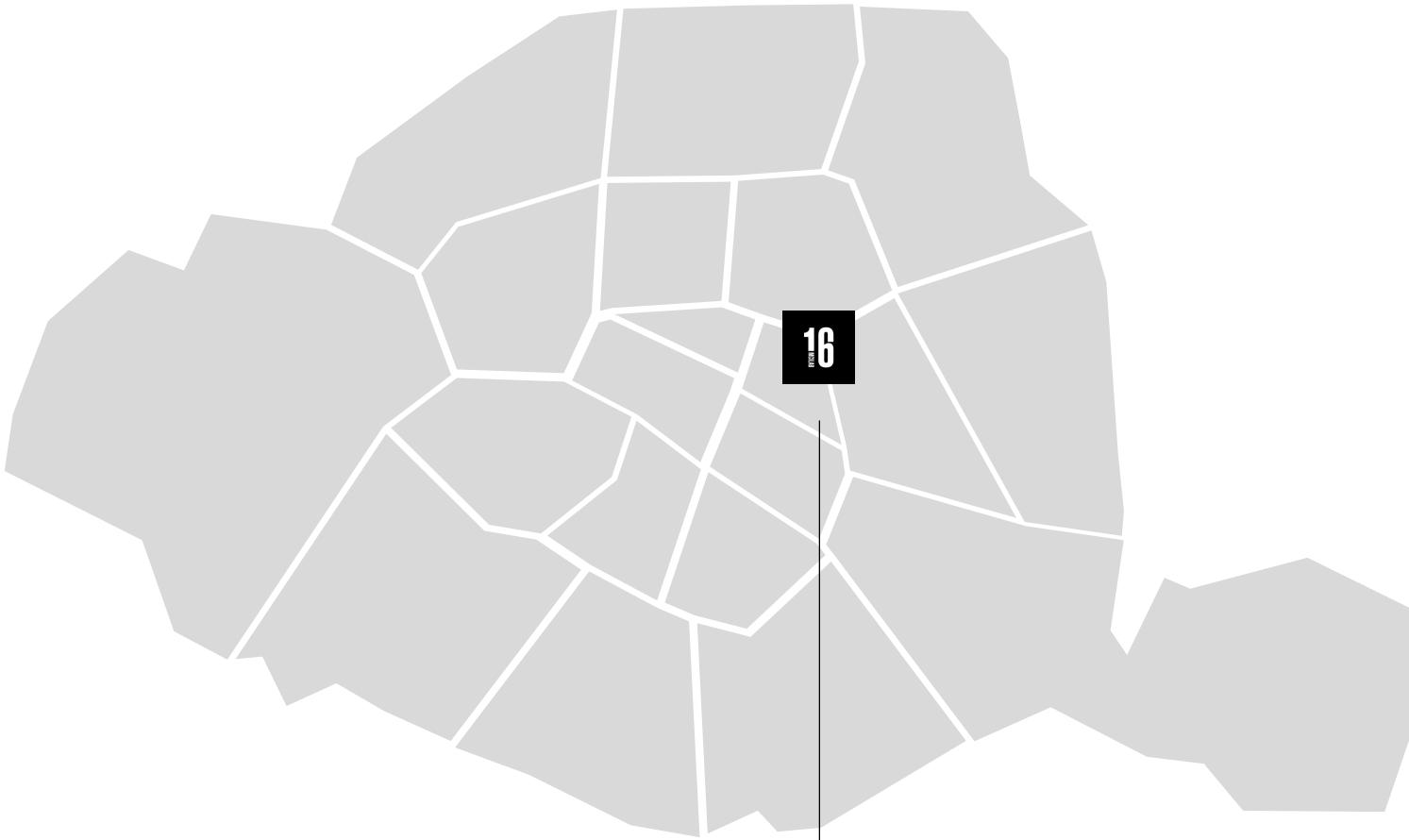
16 offers a large and full space of 90m2 freshly redesigned.

## **02 floors.**

The space is on two specific floors connected by an elegant industrial stair.

## **05 areas.**

The space is divided in 5 different areas you can play with.



## The Area.

Between the 3<sup>rd</sup> and the 11<sup>th</sup> district of Paris, this area has been one of the hippest parts of the city, packed with modish hotels, art galleries, museums, in vogue boutiques, selective restaurants and bars in aristocratic 18th-century mansions spared by Haussmann.



16

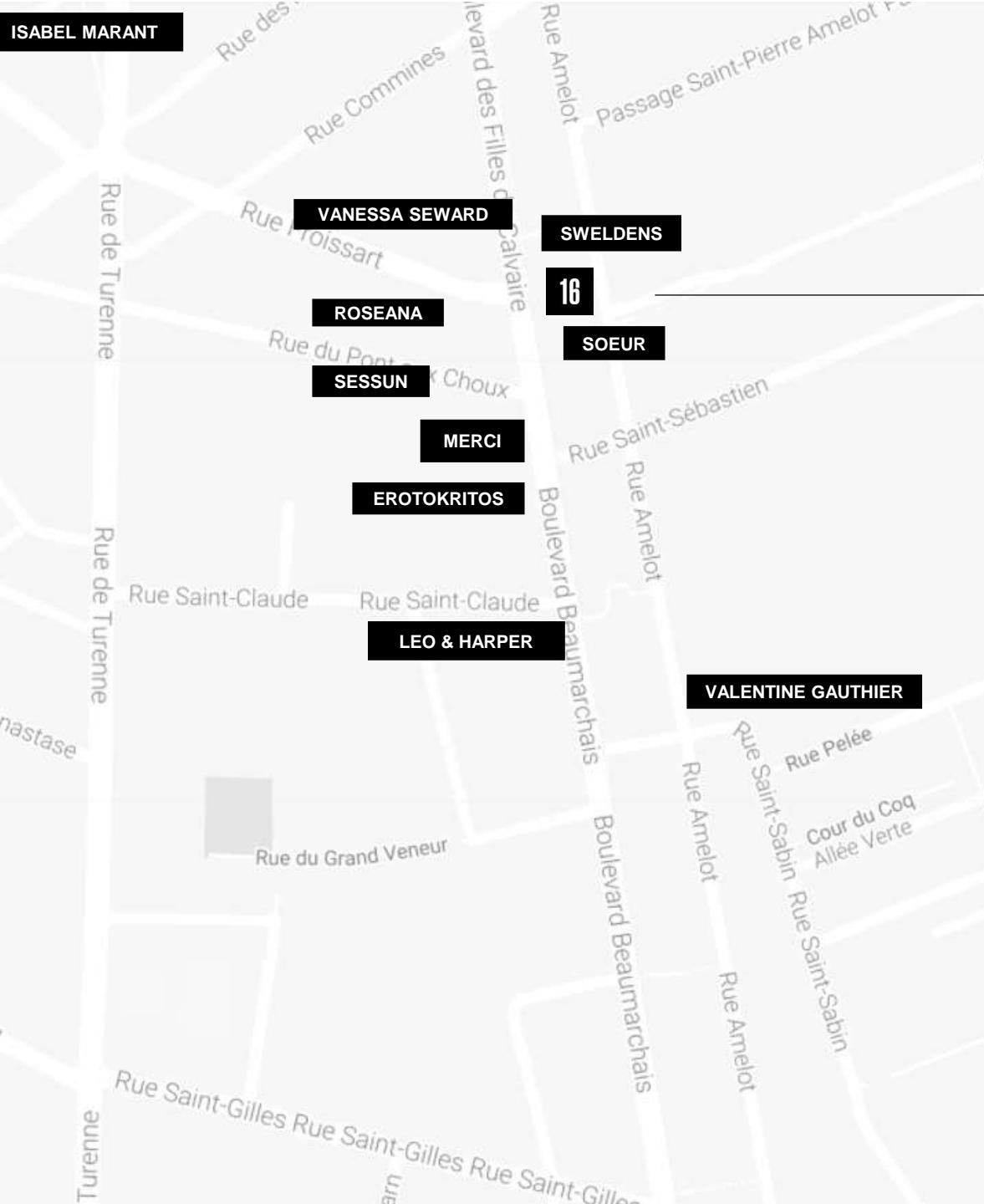
## Hot Spots.

Overview of the major brands around.



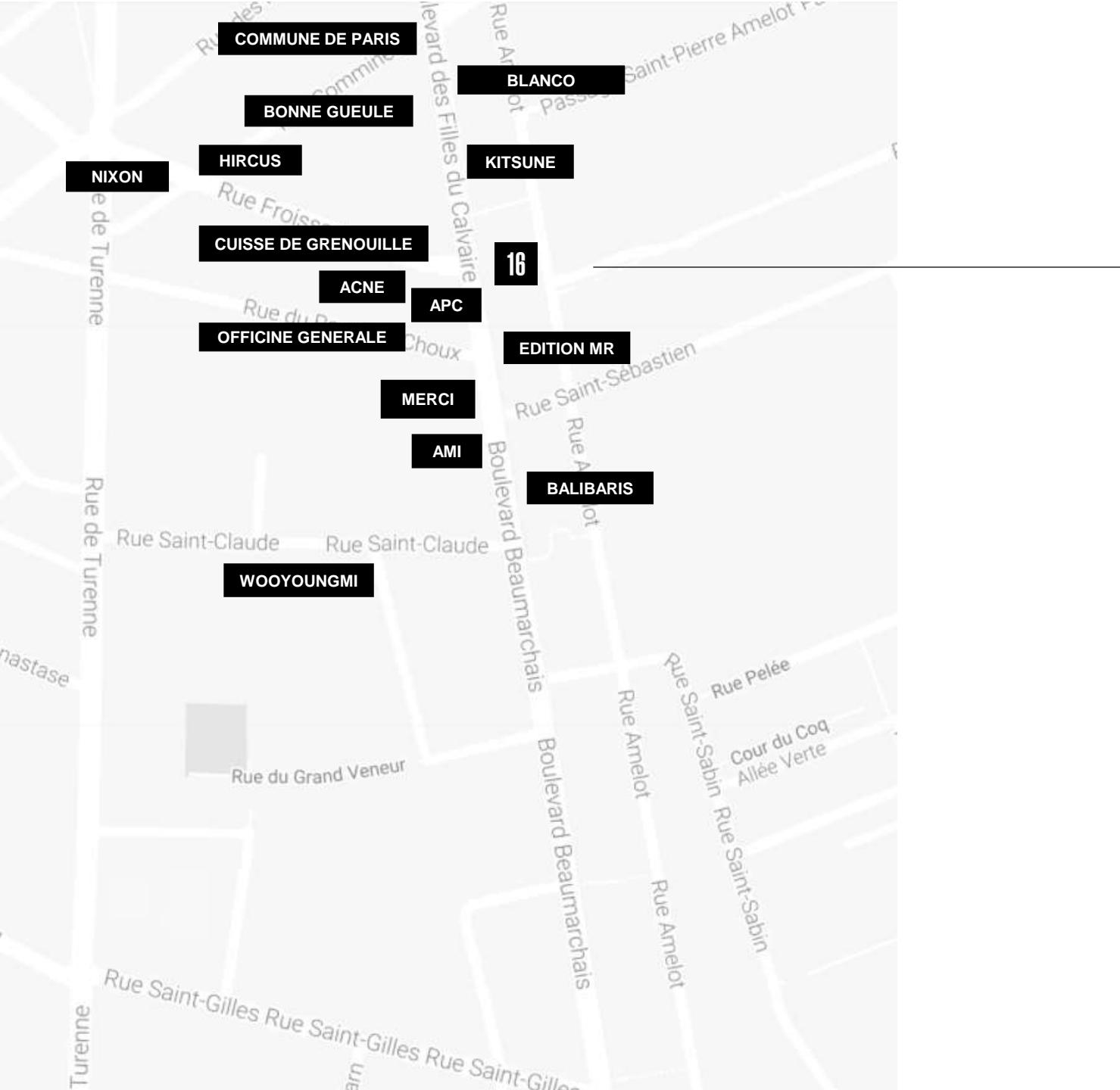
# Closer.

MCILAB 16 is surrounded by hot brands. This drives a great flow of selective customers.



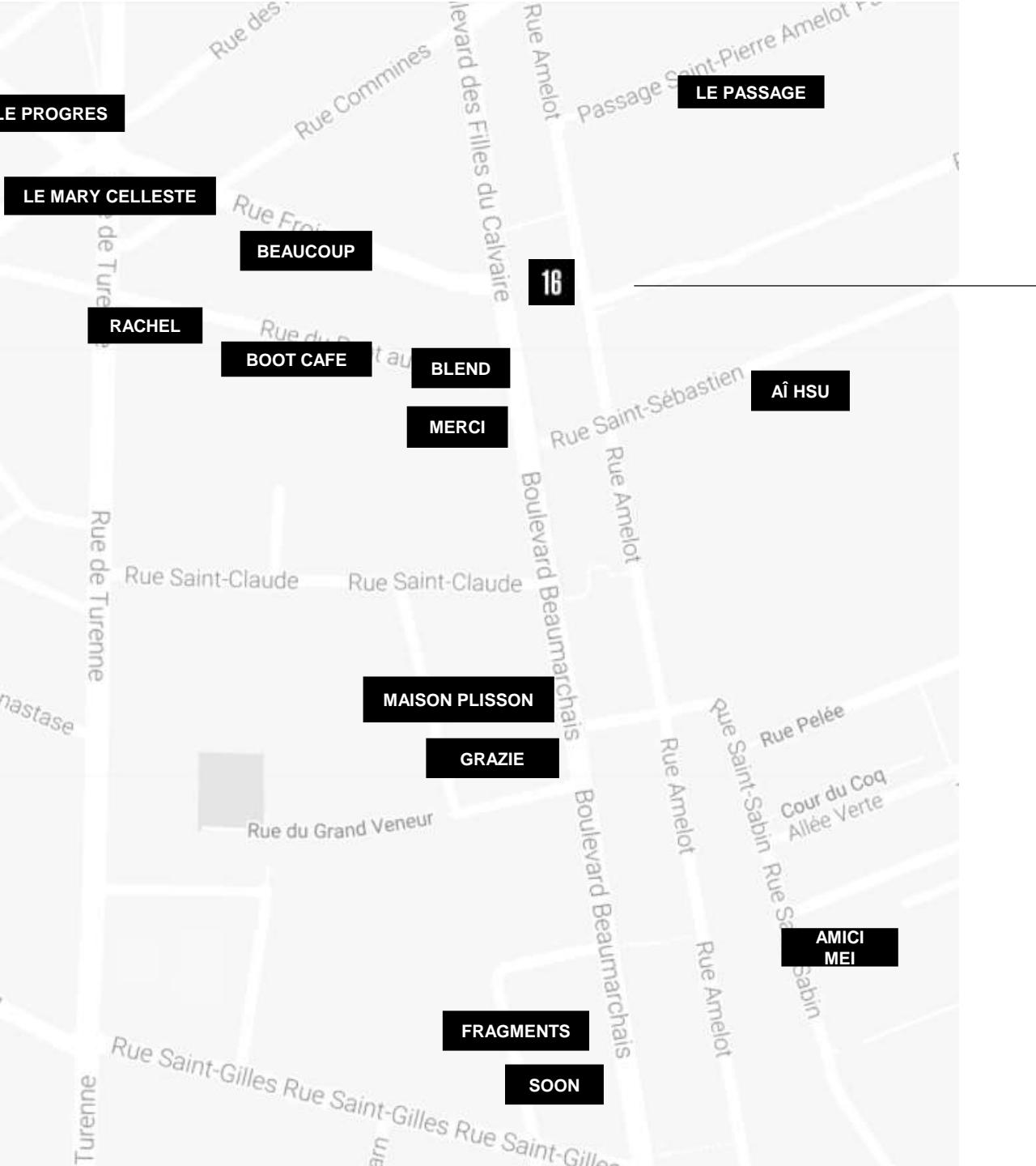
# Close.

MCILAB 16 is surrounded by hot brands. This drives a great flow of selective customers.



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# **Guided tour.**

From street to street. MCILAB 16 has two different addresses.



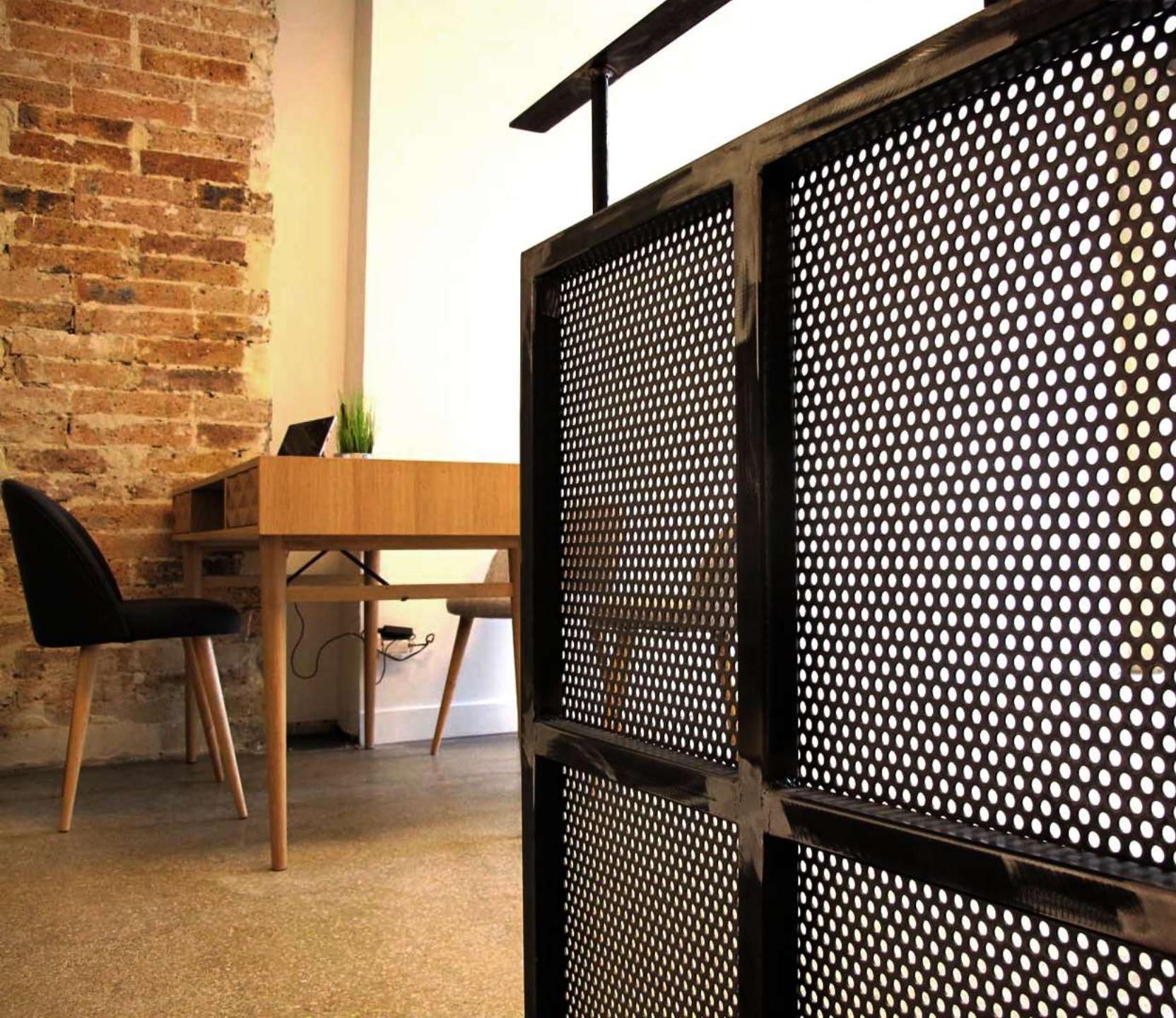


## Lights.

The space is overwhelmed by luminosity with a subtle balance between natural light and professional inner lighting.







## Materials.

All the materials of the gallery have been selected with a mix of modern and industrial materials and historical ones.





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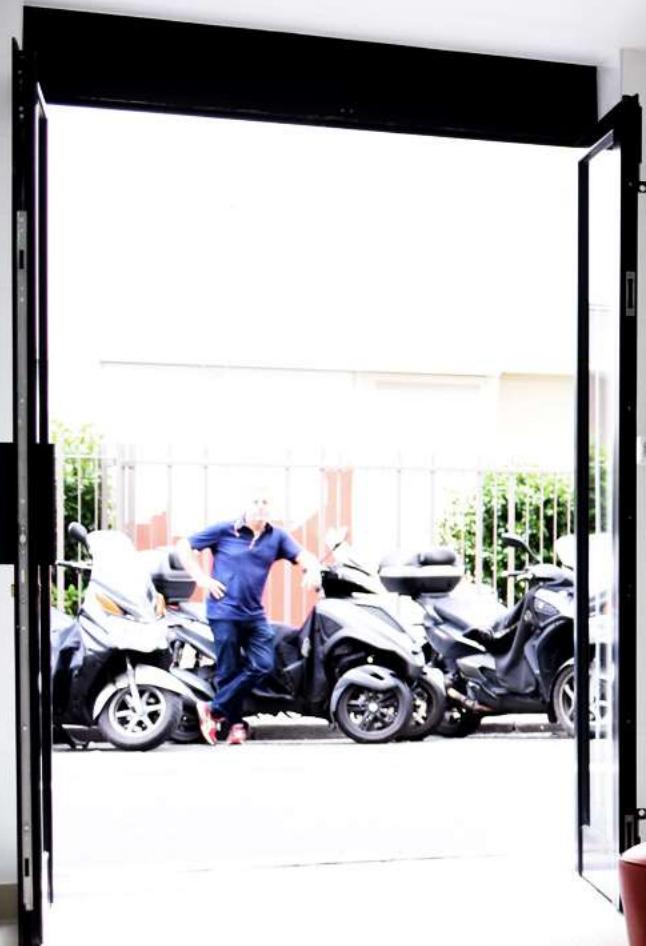


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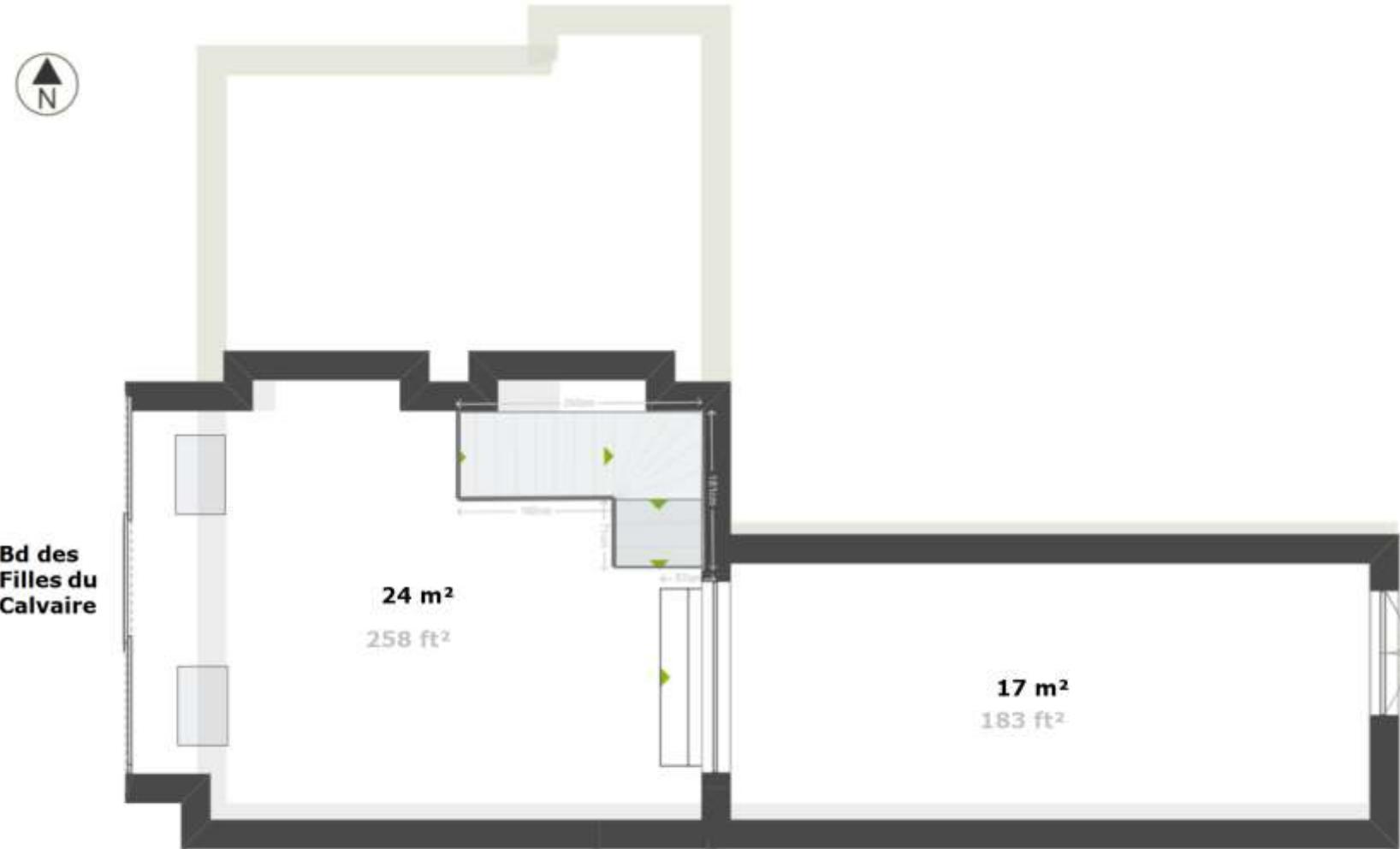
# Book the space.

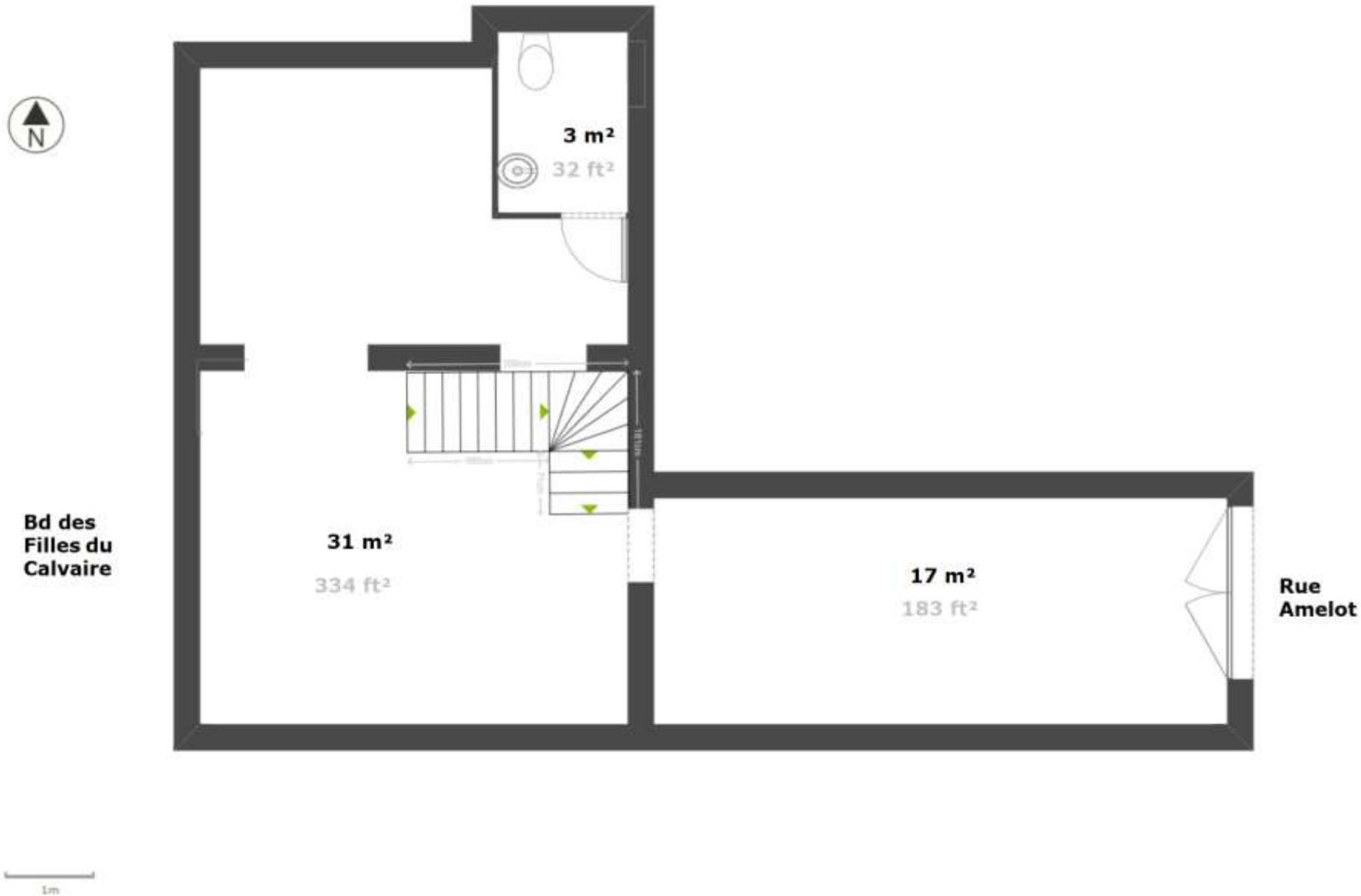
Please contact directly **Clément GANNAT**  
[contact@mcimmobilier.fr](mailto:contact@mcimmobilier.fr)  
+33 6 82 07 53 88

Or book online and check availability on [www.mcimmobilier.fr](http://www.mcimmobilier.fr)



**Plans.**









**rue Amelot**



**Boulevard des  
filles du calvaire**

# **After.**

Booking and testing your brand at MCILAB 16 could be just the first step of your business development and implantation.

MCILAB 16 is the perfect partner to identify and establish your brand in the perfect location in this area for a long term business success and growth.

Created by **Clément Gannat**, Expert in retail for 25 years, MCI has implemented in Le Marais these following major brands :

**ANN DEMEULEMEESTER**



**JACQUEMUS**

**ISABEL MARANT**

**TOM GREYHOUND**

**WOONYOUNGMI**

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Acne

ami

A.P.C.

ÉDITIONS M.R  
PARIS

KITSUNÉ

LEMAIRE



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ALIX D. REYNIS  
PARIS



FARROW & BALL®  
CRAFTSMEN IN PAINT AND PAPER



Tarkett  
THE ULTIMATE FLOORING EXPERIENCE

Gallery  
S. Bensimon



TOULEMONDE BOCHART  
*créateur de tapis*

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**ALMINE RECH GALLERY**

**galerie frank elbaz.**

JEANNE BUCHER JAEGER

galerie | **JOSEPH**

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Aēsop.<sup>®</sup>

*Atelier Cologne*  
Maison de Parfum  
PARIS

COMME des GARÇONS  
**POCKET**

**LE LABO<sup>®</sup>**  
GRASSE - NEW YORK

Liquides

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**EROTOKRITOS**

Springsioux

ROSEanna

VALENTINE GAUTHIER

sessùn ♦

VANESSA SEWARD

s o e u r



WHITE bIRD  
fine jewellery

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**APRIL77**

  
**CUISSE DE GRENOUILLE**  
PARIS



**BONNE  
GUEULE**

★ **COMMUNE DE PARIS** ★  
.1871.



**LA panoplie**

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