

# lafont.

— la gazette —

The history of Maison Lafont is intimately linked with the city of Paris. The art de vivre and palpable energy of Parisian neighborhoods have always been a vast source of inspiration.

## A Parisian History

The adventure began in Paris in 1923 at 11 rue Vignon, a stone's throw from the Grands Magasins, in a bustling Parisian neighborhood of the time. The Lafont boutiques provided a destination and source of inspiration, where inhabitants could meet to discuss ideas. Located in the districts of Madeleine, Raspail, Passy, and Sévigné, the boutiques symbolize an attachment to all facets of Paris life. Lafont's history is comprised of Parisian contrasts, the atmosphere of the different neighborhoods and the inhabitant's style.



Lafont's inspiration? The distinguished chic of the Right Bank combined with the bohemian bourgeois of the Left Bank, in addition to the perspectives along the Seine and the effervescence of Saint-Germain-des-Près. Finally, Lafont is about the attitude and color we find in our daily lives - and that are infused into each collection.

## Interview "made in Paris" with Thomas Lafont



### What is your definition of Paris?

For me, Paris revolves around the Seine; it's my reference point. It structures the city through its meandering and shapes the neighborhoods. I like its movement, its changes of color, its rhythm. Paris is also a city full of Parisians and their stories, intimately linked to the city. Paris is alive! The city vibrates to the rhythm of all these lives, of its inhabitants, of the anonymous and the public figures, of those who live there or who are just passing through. The cobblestones of the capital are the silent guardians of Parisian secrets.

### What do you like best about Paris?

Its streets! I love walking around early in the morning, watching the city wake up. What season is best for Paris? For me, the beginning of summer in June. Seeing Paris empty gives you the feeling that the city belongs to you. It's a magical feeling. I am particularly attracted to the small streets, more so than the main Parisian roads. The rue des Petits-Champs, the rue de Turenne... you can find there a microcosm of the big avenues they adjoin but in a more confidential human scale.

### The quintessential Parisian personality?

The Parisian woman! Icons like Ardant, Deneuve... it's Parisian chic at its best. It's also personalities, voices, women who are independent and strong.



### What music evokes your vision of Paris?

Trenet's «Le grand café» sung by Benjamin Biolay

### A color to describe Paris?

It is a set of colors: green like the trees along the boulevards, the gray of the cobblestones and the blue of the sky. The color of Paris is also the color of Parisians - their clothes and their diversity.