

Biologique Recherche, Paris, France

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INFORMATION

Website

ADDRESS

32, avenue des Champs-Élysées

TELEPHONE

331 4225 0392

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Not though we needed another reason to lure us to Paris: we are already admirers of Biologique Recherche's cult P50 exfoliating lotion but were intrigued to hear of the revamp of their maison by French interior designer Joanne de Lepinay.

Originally housed at number 30 avenue des Champs-Élysées, the iconic beauty brand recently acquired the adjacent identical house sparking a major renovation of both three-storey historic buildings. Set back from the boulevard within an enclosed cobblestone courtyard, the 'twins' are notable as the only remaining buildings on the famed boulevard to retain their original heritage appearance.

With a design brief to create distinctive 'Parisian-style' interiors for the new space, Lepinay seized the opportunity to refresh the company's trademark visual identity introducing a palette of delicate ivory onyx, brushed brass and a brighter shade of navy blue.

Demolishing the original shared wall created a new enlarged ground floor reception with a dedicated hair treatment salon, skin assessment area, and elegant lounge featuring contemporary custom-design armchairs, Jules Wabbes wall lamps, and a striking blue sofa by Pierre Paulin. The latter is a nod to the seventies when Yvan and Josette Allouche, a biologist and physiotherapist, founded the iconic beauty brand. Upstairs, accessed via the original matching staircases, is a series of understated yet refined treatment rooms decorated in muted shades of cream and gold.

The main draw, however, is the impressive 40sqm VIP 'Haute Couture' room with a walk-in shower room, dramatic suspended cluster of Ombre Portée lights hand-made by artisans in Limoges, and its own private 20sqm boudoir.

The interiors are impressive but the brand's loyal customers - mostly immaculately groomed exacting Parisians (who insisted the original salon remain open despite the 6-month long renovations) - also come for the newly released 'Seconde Peau' face mask inspired by medical processes to treat severely burnt patients.

A specially designed 3D printer machine weaves pharmaceutical grade hyaluronic acid nanofibres into a mask that is offered as a cosmetic alternative to injections. A course is advised, to see significant results, but happily for those not heading to Paris, the products will soon also be available at Biologique Recherche and its partner hotel spas worldwide. The first will be at The Peninsula New York spa where therapists are currently being trained in its application.