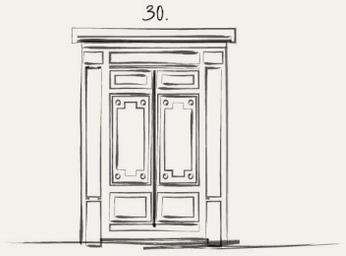
L'APT 30. PARISIEN



DESIGNERS DE MARQUES, DE LIEUX ET D'OBJETS DE BEAUTÉ

DESIGNERS DE MARQUES, DE LIEUX ET D'OBJETS DE BEAUTÉ. AUTREMENT.

Bonjour !



L'APPARTEMENT PARISIEN EST UN STUDIO DE CRÉATION GLOBALE NÉ EN 2005 D'UNE ALCHIMIE RARE ENTRE TROIS PASSIONNÉS DE DESIGN. C'EST AUSSI UN JOURNAL LIBREMENT ACCESSIBLE L'APPARTEMENT PARISIEN QUI PLACE L'INSPIRATION, LA POÉSIE, LA MISE EN SCÈNE & LE MÉLANGE DES GENRES AU CŒUR DE LA CRÉATION. S'AFFRANCHIR DES TENDANCES ET DES FRONTIÈRES POUR IMAGINER DES HISTOIRES SUR MESURE, CRÉER DE NOUVEAUX CONCEPTS ET ENRICHIR L'OFFRE DES MARQUES. ET ENRICHIR L'OFFRE DES MARQUES.

CONSEILLER, ACCOMPAGNER & ÉTONNER LES PLUS BELLES MAISONS POUR LES AIDER À OUVRIR DE NOUVELLES VOIES, AVEC AUDACE & SENSIBILITÉ, EN PRIVILÉGIANT TOUJOURS UNE ÉMOTION À UN LONG DISCOURS. JOUER AVEC LES COULEURS, TRAVAILLER LES MATIÈRES & MÉTISSER LES STYLES POUR TROUVER L'EXPRESSION LA PLUS JUSTE ET LA PLUS PERSONNELLE D'UN PROJET.

DESIGNERS OF BRANDS, SPACES, & PRODUCTS OF BEAUTY. DIFFERENTLY.

Bonjour !



L'APPARTEMENT PARISIEN IS A GLOBAL DESIGN STUDIO THAT WAS BORN IN 2005 THROUGH A RARE CHEMISTRY BETWEEN THREE TALENTED PEOPLE WITH A REAL PASSION FOR DESIGN. INSPIRING POETRY, CURIOSITY & MIXING GENRES, THIS IS WHERE THE CREATIVE SPIRIT OF L'APPARTEMENT PARISIEN COMES FROM. BREAKING FREE OF TRENDS & TRADITIONAL BOUNDARIES TO WRITE TAILOR-MADE STORIES, CREATING NEW CONCEPT AND HELPING BRANDS ENRICH THEIR OFFER.

ADVISING, SUPPORTING & SURPRISING THE GREATEST COMPANIES TO HELP THEM TRY NEW PATHS, ALWAYS WITH BOLDNESS AND SENSITIVITY. WE SEEK TO CREATE EXCITEMENT AND EMOTIONS THAT PEOPLE LOVE AND REMEMBER. PLAYING WITH COLORS, WORKING WITH MATERIALS & ASSOCIATING STYLES TO FIND THE PERFECT COMBINATION FOR A PROJECT THAT LOOKS EXACTLY LIKE YOU.

L'APT.30.PARISIEN

DESIGNERS DE MARQUES, DE LIEUX ET D'OBJETS DE BEAUTÉ



CONCEPT

BRAND AUDIT & CONSULTING
POSITIONING & TERRITORY



BRANDING

BRAND IDENTITY
PRODUCT IDENTITY
GUIDELINES



PACKAGING

INSTITUTIONAL PACKAGING
ANIMATION PACKAGING GLOBAL
TRAVEL RETAIL



DESIGN

PRODUCT DESIGN
INNOVATION



DEVELOPMENT

CONSULTING
SOURCING
FEASABILITY STUDY
MOCKUPS & PROTOTYPE



IMAGE

GLOBAL IMAGE CONCEPTION
PHOTO & VIDEO PRODUCTION
CGI PRODUCTION



ANIMATION

TERRITORY & THEMATICS
360° IMPLEMENTATION



RETAIL

CONCEPT CREATION
LOOK AND FEEL
CUSTOMER'S EXPERIENCE



ERYON

The Architecture Of Presence



made in Paris

ERYON

PACKAGING DESIGN





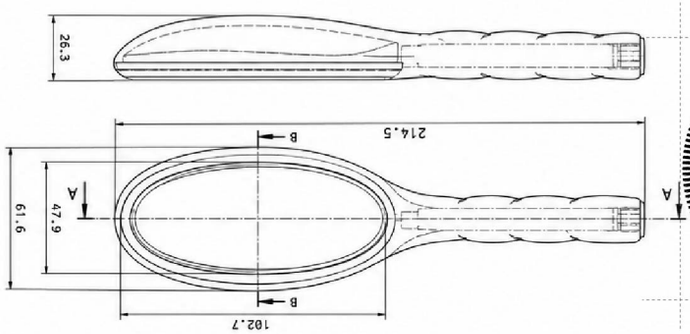


made in Paris

ERYON

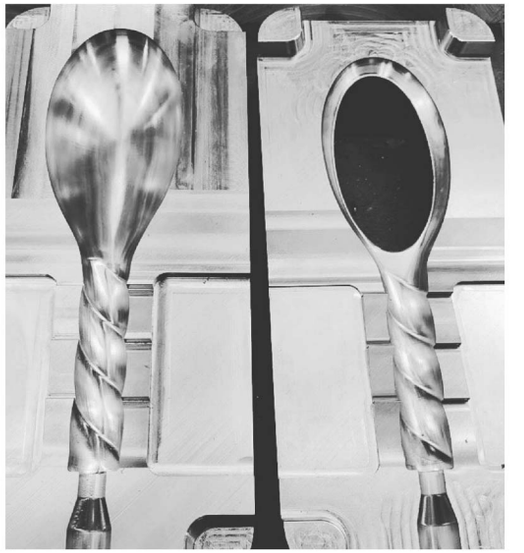
PACKAGING DESIGN





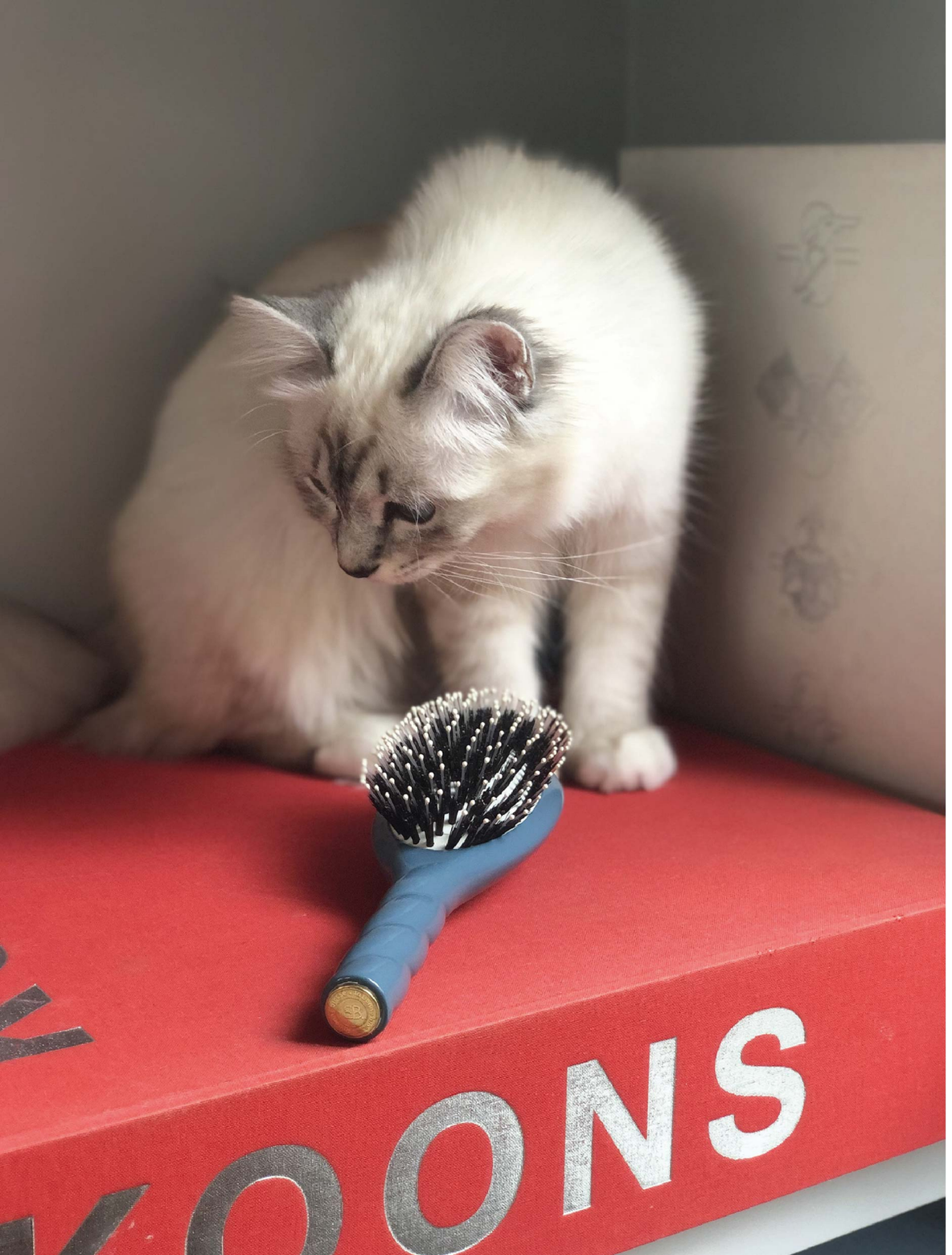
la bonne brosse





made in France LA BONNE BROSSE

CONCEPT BRANDING PACKAGING DESIGN











made in Paris LA BONNE BROSSE

CONCEPT BRANDING PACKAGING DESIGN





made in Paris LA BONNE BROSSE

CONCEPT BRANDING PACKAGING DESIGN





made in Paris fa

CAIR

CONCEPT BRANDING PACKAGING DESIGN


cair.
LA BRUME DÉMÊLANTE
cair.
LA CRÈME EMBELLISSEUSE
cair.
L'EAU DE SOIN
FRAÎCHEUR & VOLUME


14.32
53.00
cair.
cair.
cair.





made in Paris

SISLEY

PACKAGING DESIGN





made in Paris

WELLA

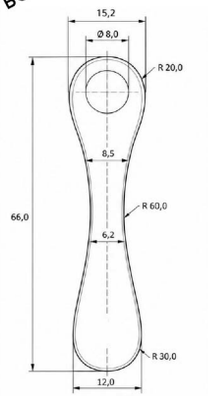
BRANDING PACKAGING







LABORATOIRES BOTANIQUE AVANCÉE · LABORATOIRES BOTANIQUE AVANCÉE ·



made in Paris

LBA

BRANDING PACKAGING DESIGN

LA CRÈME JOUR RAFFERMISSANTE

LIERAC

LABORATOIRES

THE FIRMING DAY CREAM









made in Paris

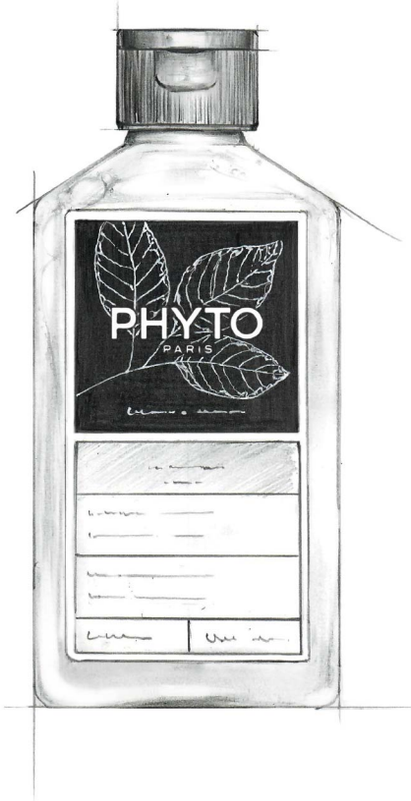
LIERAC

BRANDING PACKAGING DESIGN









made in Paris

PHYTO

BRANDING PACKAGING DESIGN





made in Paris fa

LES BELLES PERSONNES

BRANDING PACKAGING



Sorre

Biomimetic Headcare



made in Paris

SORRE

BRANDING PACKAGING


Jean Paul
GAULTIER
"LE BEAU"
PARADISE GARDEN


Jean Paul
GAULTIER
"CLASSIQUE"
PRIDE EDITION
Jean Paul
GAULTIER
"LE MALE"
PRIDE EDITION
KEITH HARING X JEAN PAUL GAULTIER
THE NYC LGBT COMMUNITY CENTER


Jean Paul
GAULTIER







made in France LE COQ SPORTIF
CONCEPT PACKAGING DESIGN

Nina ROUGE

THE NEW FRAGRANCE





made in Paris

NINA RICCI

CONCEPT PACKAGING DESIGN







made in Paris

GUERLAIN

PACKAGING DESIGN









made in Rain for KAMA

CONCEPT BRANDING PACKAGING DESIGN RETAIL





made in Spain for KAMA

CONCEPT BRANDING PACKAGING DESIGN RETAIL











made in Spain for KAMA

CONCEPT BRANDING PACKAGING DESIGN RETAIL



CLAUS
PORTO
SINCE 1887





made in Portugal | CLAUS PORTO

CONCEPT BRANDING PACKAGING DESIGN





made in Parma ACQUA DI PARMA

PACKAGING DESIGN



HOLISTIC BEAUTY

made in Paris

HOLIDERMIE

CONCEPT BRANDING PACKAGING

Holidermie

HOLISTIC BEAUTY

The temple of Mélanie

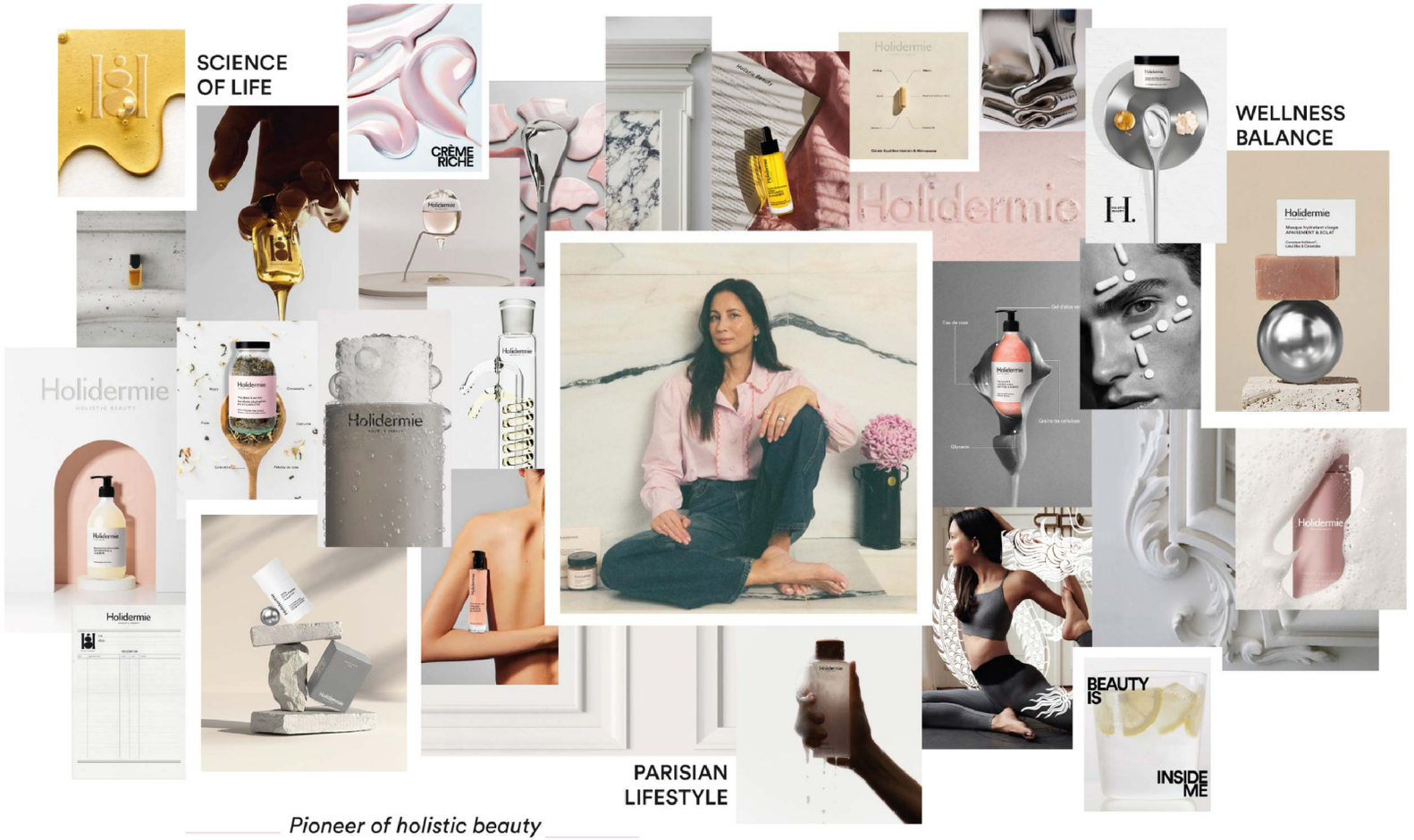
PARISIAN HOLISTIC



BEAUTY IS INSIDE ME

TEMPLE OF ME

THE ART OF BECOMING ME



Pioneer of holistic beauty

made in Paris

HOLIDERMIE

CONCEPT BRANDING PACKAGING





made in Paris

MIUMIU

CONCEPT BRANDING PACKAGING







made in Paris for LA MAISON DU CHOCOLAT

CONCEPT BRANDING PACKAGING DESIGN RETAIL


CES JOLIES BOÎTES






LES TABLETTES DÉMENTES







made in Paris

NINA RICCI

PACKAGING





made in Paris for NINA RICCI

PACKAGING







made in Paris SA EVIDENS DE BEAUTÉ
PACKAGING ANIMATION


LES FLEURS
DE
LANVIN
PARIS
Water Lily
LES FLEURS
DE
LANVIN
PARIS
Sunny Magnolia
EAU DE PARFUM
LES FLEURS
DE
LANVIN
PARIS
Blue Orchid


LES FLEURS
DE
LANVIN
PARIS
Sunny Magnolia


LES FLEURS
DE
LANVIN
PARIS
Blue Orchid


LES FLEURS
DE
LANVIN
PARIS
Water Lily


Mon Éclat
ÉCLAT D'ARPÈGE




Mon Éclat
ÉCLAT D'ARPÈGE



Nos Amis

ACQUA DI PARMA ANNICK GOUTAL AZZARO BALENCIAGA BOTTEGA VENETA
CACHAREL CAIR CALVIN KLEIN CAROLINA HERRERA CARITA CLARINS
CERRUTI CHLOÉ CHOPARD CHRISTOPHE ROBIN CLAUS PORTO
DAVIDOFF DIOR DKNY DOLCE & GABBANA DRIES VAN NOTEN
ÉLIE SAAB ESCADA ESTÉE LAUDER ETUDE HOUSE EVIDENS DE BEAUTÉ
FENDI GAYÄ GIVENCHY GUCCI GUERLAIN HOLIDERMIE HUGO BOSS
ISSEY MIYAKE JEAN PAUL GAULTIER JIL SANDER JIMMY CHOO
KAMA AYURVEDA KENZO KÉRASTASE LA BONNE BROSSE
LABORATOIRES BOTANIQUE AVANCÉE LACOSTE LALIQUE LA MAISON DU CHOCOLAT
LANCASTER LANCÔME LANVIN LA PERLA LANVIN LE COQ SPORTIF
LES BELLES PERSONNES LIERAC L'ORÉAL PARIS MADAME D'ALEXIS
MAISON MARGIELA MIU MIU NARCISO RODRIGUEZ NINA RICCI ORIFLAME
PAT MCGRATH PHYTO PRADA RABANNE ROBERTO CAVALLI ROCHAS SHISEIDO
SISLEY SORRE THE ISLAND COSMETICS VALENTINO VIKTOR & ROLF
VIVIENNE WESTWOOD WELLA YVES SAINT LAURENT ZADIG & VOLTAIRE



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