

Roger Vivier opens new-concept boutique in Changi Airport



Reflecting the unique style of Roger Vivier, the store combines traditional and modern design elements, featuring geometric-patterned oak parquet flooring and detailed ceiling moldings reminiscent of France's historic private mansions

Roger Vivier, a luxury accessories brand based in Paris, recently inaugurated its third store in Singapore, located in Terminal 1 of Changi Airport. This marks the first store within the company's regional retail expansion to feature a new store design concept.

The store serves as a physical representation of the brand's values, showcasing Roger Vivier's craftsmanship and heritage in a setting that allows customers to experience these qualities firsthand. The design of the new boutique draws inspiration from a quintessentially French apartment, mirroring the elegance and style of the historic Paris store on Rue du Faubourg Saint Honoré.

Reflecting the unique style of Roger Vivier himself, the store combines traditional and modern design elements. The décor features geometric-patterned oak parquet flooring and detailed ceiling moldings reminiscent of France's historic private mansions, set against walls finished in layered stucco in muted tones of white, beige and silver, adding contemporary sophistication.



Reminiscent of a quintessentially French apartment, the store combines contemporary with Baroque, featuring oak parquet flooring and pink shades throughout

The newly opened boutique represents a fresh embodiment of the brand's identity, with interiors decorated in soft pink shades across carpets and seating, and displays that highlight their range of shoes, bags, jewelry and accessories. The store includes exclusive furnishings by Hervé Van Der Straeten and floral-shaped lighting fixtures that nod to the brand's iconic designs. Baroque and antique mirrors expand the space visually, maintaining a dialogue between past and present. The presence of Monsieur Vivier's own collages throughout the store invites visitors into a lively and joyful realm.

More than just a store, this boutique is crafted as a haven of luxurious French elegance, striking a balance between Roger Vivier's storied tradition and its modern aspirations. Every aspect of the boutique is designed to reflect the brand's rich heritage, creating an environment that exudes sophistication and refinement.