

PARIS, ST. GERMAIN

ép!c

INTERSTORE | schweitzer 

Facts & Figures

CLIENT

**Galleries Gourmandes,
Hadjez family**

LOCATION

**Epic
Paris, St. Germain**

SALES AREA

530 m²

OPENING

June 2022

TIME OF CONSTRUCTION

3 weeks



The Challenge

The Owners of **Galeries Gourmandes** wanted to create a new delicatessen concept in the Saint Germain district of Paris by transforming their existing Marks & Spencer's store, which is in an area that serves a **unique mix of tourists & locals**. The objective was to create an experience that would appeal to this unique demographic by highlighting **quality products** with a focus on fresh departments, premium and carefully selected international ranges & ingredients.

The concept

An iconic name with meaning, '**Epic**' is the shorthand for Epicurean, standing for **high-quality & delicious products** to taste and to savor. Customers are guided on a circular journey across the key departments, each with its own signature color & **atmosphere**, yet connected with a cohesive **warm ambience**, inviting customers to stroll through and discover they're wide range of carefully selected premium products.



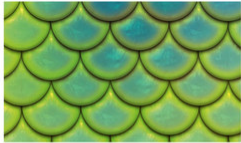


Highlights

- The cold-cut counter is defined by a distinctive **ceiling installation**, acting as a centrifuge to draw customers to the centralized self-service displays, then out towards colorful grocery shelving.
- **Worldwide & localized ranges** contribute to a wholly differentiated assortment including specialist Japanese ranges & honey from small regional producers.
- The **walk-through wine** & spirits area is a convenient re-interpretation of the traditional Cave, offering a wide assortment of specially curated wines from all over the world.



Look & Feel





Design



Build





PRÊT À MANGER

FRUITS & LÉGUMES FRAIS

épïc

WATERMELON
ESPAGNE
2,99





d'épïc découpes
FROMAGERIE, CHARCUTERIE, TRAITEUR

SERVEZ-VOUS !

épïc







Frais pour ce soir !



we think retail.

INTERSTORE

Zurich – Switzerland

+41 44 542 90 40 info@interstore.ch

interstore.ch

schweitzer 
project

Naturno – Italy

+39 0473 670 670 info@schweitzerproject.com

schweitzerproject.com