

ANTWERP BELGIUM

06 – 2024



The Antwerp boutique: home, art space and cabinet of curiosities

Diptyque is opening a new boutique in Antwerp on (date d'ouverture). By giving pride of place to its roving imagination and expression to the know-how at the origin of the pieces created by the Maison, the 90 m² space captures the originality and poetry that has characterised Diptyque since its inception. Echoing the founding spirit of the first boutique at 34 boulevard Saint-Germain in Paris, it is the crucible in which the Diptyque identity and its host culture meet; where the wanderlust and unconventionality cherished by the Maison connect and come together.

On entering the boutique, past the iconic green façade adorned with a light-green awning and made-to-measure mosaic, visitors discover a world unto itself. The furniture and objects are carefully selected for their allusive character and ability to tell a panoply of stories; the wooden floor, brick ceiling and walls and monumental wall drawing conjure a world of sophistication and eclecticism, beckoning visitors into the home of a collector or a cabinet of curiosities.

The boutique, which summons the charming interiors for which Paris is renowned and local architectural traditions, is composed of three rooms. The first room, with its brick walls reminiscent of Antwerp's facades, is like a sewing workshop. The textile rack that greets visitors as they enter the space recalls the fashion heritage of this port city, once a major centre for the cloth trade. To the right, a lounge area flanked by brick masonry niches displaying the Maison's creations completes the decor.

The exposed brick gradually gives way to a second room adorned with mouldings typical of Haussmannian apartments. On the right, above the fragrance counter, a monumental landscape drawing by Desmond beckons the gaze, flanked by beige lacquered shelves showcasing the premium collections. Opposite, on the left, a large oak bookcase for the home and decoration collections runs the entire length of the wall.

Further along, resting on a rug with a bold pattern, a large beige lacquered table complements the candle collection counter to its left. To the right, a series of niches devoted to skin care gives way to a space covered entirely in antique mirroring, against which a sink has been placed.

Towards the rear, with its cosy seating nook, the gifting area, painted entirely in a vibrant ochre hue, sparks a dialogue with the brick anteroom.

A medley of brick, wood and mirrored glass, orange, brown and white tones, this new boutique at the heart of Antwerp is a feast for the senses and the mind. Visitors are invited to experience it as they discover the space devoted to each collection and its rituals, from the home collection of scented candles with floral, woody, spicy and herbaceous notes, to fragrances and the skincare collection. Lining the shelves and scattered through the home collection is an outstanding selection of décor objects such as accessories for candles. Their sole purpose is to bring infinite beauty into people's everyday lives.

A play on colours and materials, creating countless contrasts and surprises, the Antwerp boutique is the perfect place to indulge the imagination for a moment of complete wanderlust.

ADDRESS

Schuttershofstraat 53, 2000 Antwerp, Belgium

OPENING TIMES

Lundi – Samedi : 10h – 20h30 - Dimanche : 11h – 20h

PRESS CONTACTS

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DIPTYQUE
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