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TRAVEL

- Features
- Paris
- Regions
- Restaurants
- Guides
- Hotels

CULTURE

- Features
- Amuse Bouche
- Rencontre
- Politics
- Art & Design
- Lit Parade
- Film Picks

LIFE & STYLE

- Features
- Boutique Beat
- Made in France
- Chef's Corner
- Wine & Spirits

REAL ESTATE

- Features

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Courtesy FrenchTrotters

The women's fashion section

FRENCHTROTTERS by Jennifer Ladonne

November 8, 2012

The beautiful new FrenchTrotters store in the upper Marais is a revelation for devotees of timeless French chic. The light-drenched boutique was a trailblazer on the chic rue de Charonne in 2005, with a handpicked collection of exclusively French fashion brands for men and women. The first dedicated men's store opened in the Marais in 2008, followed in 2010 by a childrenswear shop—Little FrenchTrotters—at 28 rue de Charonne, a few steps from the original boutique. That same year, FrenchTrotters introduced its namesake label, an understated collection of contemporary classic clothes and accessories that emphasize quality fabrics, style and cut—and, of course, Frenchness—over trendiness.



The men's section

The new, impeccably designed 2,000-square-foot flagship boutique assembles menswear, womenswear and a superb new housewares collection under one roof. For Fall 2012, the FrenchTrotters Made in India line features casual chic clothes in fluid silk and cotton prints in saturated periwinkle, navy and rust. The Knitted in Brittany collection features ever-fashionable, handmade Breton fisherman sweaters. Along with a “curated” selection from international designers—including men's oxfords from the British shoemaker Alden and tailored shirts from Gitman Bros. in Pennsylvania—one of the boutique's big draws is a roster of exclusive collaborations with cutting-edge French brands, like sleek leather-and-suede booties by Avril Gau, sneakers by the eco-brand Veja and travel-savvy accessories from Bleu de Chauffe.

The ravishing selection of housewares includes subtly hued porcelains, table linens, scented candles and some modern home furnishings. There are also books and hard-to-find European cosmetics brands. To sum it up, pretty much everything for the well-appointed Parisian.

128 rue Vieille du Temple, 3rd, 01.44.61.00.14. [website](#)

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