



**Two French Icons Dock in New York
for an Unmissable Three-Month Experience
Discover a celebration of an exclusive French art de vivre
with ELLE and Printemps New York**

Paris & New York, June 9th, 2026

ELLE and Printemps New York are joining forces to bring the spirit of the French Riviera to the heart of New York City. Beginning June 9, the US flagship of the French retailer will host a collaboration celebrating French creativity, culture and art de vivre across gastronomy fashion and design.

The experience kicks off with an ELLE takeover of Café Jalu, Printemps New York's daytime café led by Culinary Director and three-time James Beard Award-winning chef Gregory Gourdet. Drawing on both brands' shared passion for quality, creativity, and connection, the ELLE ♥ Café Jalu pop-up will introduce a signature macaron and fresh juices to be enjoyed amidst welcoming yellow-and-white-striped interiors inspired by the beaches of the French Riviera. Through the end of August, New Yorkers and visitors alike will be transported to a vibrant destination of slow mornings, impeccable French beverages and pastries, and French culture, all without leaving downtown New York.

Beginning in July, the ELLE x Printemps New York pop-up store joins the experience, featuring a curated selection of ELLE branded products, and a limited-marinière edition ELLE x Saint-James created exclusively for the occasion. Blending creativity, style and collectibility, the pop-up will showcase the unique worlds of both brands through exclusive designs and immersive storytelling.

Through this collaboration, ELLE and Printemps New York reaffirm their shared vision of creativity, innovation and lifestyle experiences, while creating a new cultural meeting point at the crossroads of hospitality, fashion and contemporary lifestyle.

Interactive events further bringing the partnership to life will be announced soon.

“ELLE has always been more than a media brand; it is a global lifestyle and fashion universe shaped by creativity, culture and a distinctly optimistic vision of femininity. This collaboration in New York reflects our ambition to create immersive and authentic experiences that connect with audiences beyond traditional channels, bringing together fashion, hospitality and everyday lifestyle in a way that feels both meaningful and contemporary. We are especially proud to bring this project to life together with Printemps, an iconic French brand that shares our passion for creativity, innovation and Parisian lifestyle”.

Anne Billaz, CEO of Lagardère Active Enterprises

EVENT DETAILS

Location: Printemps New York and Café Jalu – 1 Wall Street, New York, NY 10005

ELLE ♥ Café Jalu: June 9 – end of August

ELLE x Printemps Pop-Up Store & Limited Editions: beginning of July

For more information, [please visit us](#)

Please follow on Instagram:

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About Lagardère Group and the ELLE Brand

Created in 1992, Lagardère is an international group with operations in more than 50 countries worldwide. It employs over 33,000 people and generated revenue of €9,353 million in 2025.

The Group focuses on two main divisions: Lagardère Publishing (Book, Partworks, Board Games and Premium Stationery) and Lagardère Travel Retail (Travel Essentials, Duty Free & Fashion, Dining). The Group's business scope also comprises Lagardère News (Le Journal du Dimanche, Le JDNews, Le JDMag and the ELLE brand license) and Lagardère Radio (Europe 1, Europe 2, RFM and advertising sales brokerage). Lagardère shares are listed on Euronext Paris.

The Lagardère group is the owner of the ELLE and ELLE DECORATION brands. Lagardère Active Enterprises is the dedicated business unit of the Lagardère group in charge of the non-media brands' extension programs inside the ELLE International division.

ELLE is much more than the international leading female media brand; it is a global fashion and lifestyle brand, with more than 80 editions worldwide with ELLE (more than 50 editions) and ELLE DECORATION (25 editions) and spin-off titles published under license. ELLE worldwide print readership is around 32 million readers per month, with over 60 digital platforms (websites and social media pages), attracting 90 million unique visitors per month and a social audience of over 122 million people. With the non-media licensing activity (fashion, beauty, home decoration, hospitality sector, etc.), and with 250 B2B partners in 80 countries, and experience hubs, such as hotels, cafes, spas and hair salons, ELLE as a powerhouse brand reaches more than 250 million people per month. For more information, visit www.lagardere.com and www.elleinternational.com.

About Printemps New York

Printemps New York is the first U.S. location of the iconic French retailer. Bringing Parisian luxury and modern design to Manhattan's Financial District, the 55,000-square-foot, two-floor destination features interiors by Laura Gonzales and a culinary program led by award-winning chef Gregory Gourdet.

Rooted in Printemps' 160-year legacy of innovation, Printemps New York offers a curated mix of exclusive and first-to-market brands across fashion, beauty, home, and lifestyle, alongside seasonal collaborations and elevated services. Printemps New York blends Parisian heritage with contemporary creativity to redefine the modern luxury retail experience.

<https://us.printemps.com/visit/events>

About Cafe Jalu

Named for Printemps' founders Augustine and Jules Jaluzot, Café Jalu is a casual all-day café offering classic French viennoiserie, baked goods, Devoción Coffee, Mariage Frères teas, and fresh-pressed juices. The menu is overseen by James Beard Award-winning Chef Gregory Gourdet and Executive Pastry Chef Rachel Green. Located on the first floor just inside the store's Broadway entrance, the café is the perfect spot for a grab-and-go coffee, midday meeting, or a post-work pick-me-up. Café Jalu is open every day from 8 AM-8 PM.

For more information, visit <https://us.printemps.com/visit/cafe-jalu>

Instagram: @cafejalunewyork

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