

Beat: Lifestyle

## ALEXANDRE DE PARIS - Opening of a New Hotspot Beauty in PARIS

### Flagship Coiffure at GALERIES LAFAYETTE

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**USPA NEWS** - 'Haute Coiffure' is a value inscribed deep into the rich history of Alexandre de Paris, that defines itself as an Artisan of French Luxury, bringing out the beauty in all women and being a veritable ode to high end hairdressing and femininity...

'Haute Coiffure' is a value inscribed deep into the rich history of Alexandre de Paris, that defines itself as an Artisan of French Luxury, bringing out the beauty in all women and being a veritable ode to high end hairdressing and femininity. The new Flagship opening on March 22, 2017 at Galeries Lafayette will be more than just a Salon, but a true Beauty House blending High End Hairdressing, Luxury Treatments, VIP Booths and for the first time a Braid Bar.

Conceived by Michel Dervyn, President of Alexandre de Paris, this Flagship at the second Floor of Galeries Lafayette, promises to be the quintessence of luxury in PARIS, marrying the latest Fashion Trends whilst the Codes of the Brand. Marble floors, bronze walls accentuated by glossy black, prestige materials, contrasting colours and textures give the space a refined, elegant and ultra-contemporary feel.

- MONSIEUR ALEXANDRE : With his longstanding passion for Hairstyling, he set up in Paris and created his Brand in 1957 at his first address, 120 Faubourg Saint Honoré. His second salon at 3 Avenue Matignon opened in 1975. Before long it was the only Salon worth knowing in Paris. Monsieur Alexandre worked, designed and styled for the Comédie Française, the Opera, the great theatres of Paris, the cinema and the catwalks of the greatest couturiers. Appointed World Chairman of Intercoiffure for over 15 years, he was awarded the Legion of Honour in 1992. The talent of Alexandre de Paris enhanced all the hairstyles of the World of Fashion and stardom for over 50 years, for all the Gala evenings and the grandest Weddings...

- MICHEL DERVYN : In 1990, Monsieur Alexandre listened to his heart and chose Michel Dervyn to succeed him and keep his heritage alive. Monsieur Alexandre recognised his qualities as a great hairdresser and a bold entrepreneur. When, as a young apprentice hairdresser, he dreamt of Alexandre de Paris, he was far from imagining that he would become the owner of such a salon and at the head of this great luxury brand. Today Michel Dervyn, Chairman and keeper of the flame for the time-honoured Master, has decided to usher Alexandre into the 21st century by enhancing its beauty.

- JEAN-LUC MINETTI : In 1990, Monsieur Alexandre and Michel Dervyn asked Jean-Luc Minetti to be Artistic Director of Alexandre de Paris designing tailored styles with volumes that are meticulously studied and controlled. His architectural mastery and sense of shape and outline make him the favourite expert for unique events: weddings, balls, parades. Jean Luc Minetti excels in the art of sophisticated styling.

Source : Alexandre de Paris - Press Conference March 28, 2017 at Galeries Lafayette, Boulevard Haussman (PARIS) - Testimony of Michel Dervyn CEO of Alexandre de Paris

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