VICTORIA BECKHAM

LE BRISTOL PARIS

VICTORIA BECKHAM OPENS EXCLUSIVE POP-UP BOUTIQUE AT LE BRISTOL PARIS

Paris, 3rd September 2026 - Victoria Beckham opens its first Parisian hotel boutique pop-up at Le Bristol, one of the French capital's most iconic addresses.

Situated on the hotel's ground-floor boutique level, the space has been revisited in the brand's signature rich green hues, metallic accents and tactile finishes, alongside bespoke design features created specifically for Le Bristol Paris.

Offering a bespoke shopping experience in the heart of Paris, with all the ease and discretion of a concierge service, guests will be able to discover a curated selection of Victoria Beckham ready-to-wear, belts, bags and shoes from Pre Autumn Winter 2026 and Autumn Winter 2026 in an intimate and exclusive setting.

A fixture of the Paris Fashion Week landscape, Le Bristol has long been synonymous with fashion and culture, while Paris itself holds particular significance for Victoria Beckham. It is where the brand presents its collections each season, and a city Victoria has often described as a second home. Against this backdrop, Le Bristol provided a natural setting for part of the House's Autumn Winter 2026 editorial shoot, bringing Victoria Beckham's contemporary design language into the timeless surroundings of the celebrated Parisian landmark.

Victoria Beckham's first Parisian hotel boutique pop-up at Le Bristol will be open from 3rd September 2026 - 2nd January 2027. Boutique address: Le Bristol Paris, 112 Rue du Faubourg Saint-Honoré, 75008 Paris, France.

ABOUT VICTORIA BECKHAM

Founded in 2008 with a debut collection of dresses celebrated for their cut and fit, the house of Victoria Beckham has since evolved into a fully realised vision of modern luxury. Each collection is conceived in the London atelier, where refined silhouettes meet a distinctly contemporary sensibility.

What began with a single category now encompasses ready-to-wear, leather goods, accessories, and award-winning beauty - a universe built on the same principles of intent, craftsmanship, and sophisticated ease. Meticulously executed dresses, tailoring, and denim remain at the core of the offer, their considered construction subtly offset by unexpected details and fresh colour palettes.

With a flagship in Mayfair and presence in over 230 stores worldwide, the house continues to earn international acclaim while shaping the modern woman's wardrobe with a clear point of view.

ABOUT LE BRISTOL PARIS

Le Bristol Paris is an icon of French elegance and art de vivre located at one of the city's most prestigious addresses on rue du Faubourg Saint-Honoré. The first of only 33 hotels in France to

receive the “Palace” distinction, the hotel is a brief walk from a handful of other iconic palaces, most notably the Élysée, the Grand Palais and the Louvre. Now completely renovated, the 188 rooms and suites — among the largest in Paris — maintain all of their classic sophistication with furnishings from the Louis XV and Louis XVI eras and original artworks, complemented by a bright, contemporary palette of soft hues, sumptuous woodwork and noble interiors. Views to one side extend over Paris’s rooftops, all the way to the Eiffel Tower and Montmartre. To the other, a lush 13,000 square foot courtyard garden offers a soothing oasis of greenery and calm.

Le Bristol is perhaps best known for its outstanding dining tradition that the hotel has engendered for over 20 years. Epicure, Le Bristol’s premier dining experience for its tasting menu and award-winning wine list, has held 3 Michelin stars since 2009. A spirit of joie de vivre permeates the hotel from early morning to after midnight. Café Antonia is a quiet refuge for a light meal or a lavish afternoon tea featuring sweet treats by Maxence Barbot, Head Pastry Chef at Le Bristol Paris, enjoyed either in the lobby bar or, season permitting, in the spectacular courtyard garden, Le Jardin Français. As night falls, Le Bar du Bristol comes alive with a slow DJ set, creating an intimate atmosphere in the heart of Paris.

The extraordinary rooftop swimming pool and outdoor sun terrace, a fully equipped fitness gym, a steam room and the award-winning Spa Le Bristol by La Mer provide luxurious avenues of wellbeing to counterbalance the hedonistic pleasures. And, never overlooked, precious younger guests can enjoy spa treatments designed exclusively for children in collaboration with Bonpoint.

Genuine Parisian elegance since 1925.

PRESS CONTACTS

Le Bristol Paris
fanny.crawford@oetkerhotels.com

Oetker Hotels
jenny.gorevan@oetkerhotels.com

Victoria Beckham
lauren.archer@victoriabeckham.com

Lucien Pages
nsimond@lucienpages.com