

CITADIUM BEAUBOURG, THE NEW CONCEPT

On May 2, 2023, Citadium Beaubourg reopened in downtown Paris with a sophisticated and minimalist new concept store. Aiming to offer the optimal product showcase and promote a premium selection, the store's design as a spaceship also recalls Citadium's new loyalty program: PLANET C!

Blast off to a futuristic new world located at 33 rue Quincampoix in the 4th arrondissement of Paris, just steps away from the Centre Pompidou. The ground level features all the iconic brands that are central to Citadium's DNA: Carhartt, Arte Antwerp, Obey, Polo Ralph Lauren, Levis, Walk in Paris and New Era.

The lower level includes a space dedicated entirely to sneakers, presenting the latest models from iconic brands: Nike, New Balance, adidas, Asics, Converse and Dr Martens within a massive central showcase.

Finally, to cater to the skateboard community, the store is also home to a unique space 100% dedicated to skaters with brands like Jacker, Huf, Santa Cruz, Wasted and RipNDip.

Designed to celebrate youth, the store will host several different artists during an exclusive event for the Fête de la Musique World Music Festival on June 21.

**CITADIUM BEAUBOURG
33 rue Quincampoix
75004 Paris**