**Wingårdhs is designing Sandqvist’s flagship in Paris**

**47 Rue de Saintonge in Paris’s 4th arrondissement. The heart of the Marais district. This is the start of a new collaboration between the Swedish bag brand Sandqvist and Wingårdhs’s interior design team.**

“Paris mon amour! I’ve been working with retail interiors since the 1970s,” says Gert Wingårdh, “so getting an opportunity to help Sandqvist establish themselves in the fashion capital of the world is of course both gratifying and fun.”

The boutique’s basic color palette and source of inspiration are derived from the natural world. Here the roughness of stone meets the annual rings of heartwood lumber and the mirrored surface of a pond. The displays and sales counters are built from solid planks of Douglas fir. Stone blocks as tables, a stylized grove of trees, and a cabinet made from old barn siding give the boutique a raw elegance with nature as inspiration.

Sandqvist opened its first shop on Swedenborgsgatan 3 in Stockholm in 2011. The Paris location, which opens in November of 2019, is one part of the company’s plans for expansion.

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