# Parisian menswear brand Lafaurie pioneers smart luxury with accessible pricing



Parisian menswear is often synonymous with high-end luxury, bespoke tailoring, and premium accessories, typically accompanied by substantial price tags. However, a contemporary menswear label based in Paris is challenging this standard by offering premium quality at more accessible price points. Lafaurie, an artsy direct-to-consumer (DTC) brand operated by brothers Théo and Pablo Lafaurie, recently opened its 15th store on rue Vieille du Temple in the Marais district, marking a significant milestone in the label’s growth and evolution.

The store, which debuted last week, is the first to feature a gallery-style layout, reflecting the brand’s newly established creative direction and positioning in the menswear market. Pricing ranges from €100 for cotton shirts to €650 for lamb leather jackets, positioning Lafaurie as a premium yet more affordable alternative to the traditional luxury houses. This approach is resonating with men's fashion consumers who are gravitating away from extravagant luxury spending and seeking high-quality items from contemporary European brands such as Ami Paris, Our Legacy, and Mfpen.

Pablo Lafaurie highlighted the market gap they aimed to fill in a highly segmented Paris fashion scene: “When we took over [from our father Pierre after he died in 2018], the market in Paris was completely bipolar between luxury and fast fashion. We wanted to be somewhere in the middle, in what we call ‘smart luxury’.” The Lafaurie brothers identified a void between mass-market retailers like Zara and H&M on one end and high luxury boutiques on iconic streets like rue Saint Honoré and Avenue Montaigne on the other. Their vision was to cater to discerning customers seeking premium, well-crafted clothing without the exclusivity and expense of haute couture.

The origins of Lafaurie date back to 1991, when Pierre Lafaurie founded a series of small, curated multi-brand stores in Paris, offering select pieces from Lafaurie alongside other Parisian labels. Upon their father’s passing, Théo and Pablo decided to redefine and consolidate the business into a singular brand with a strong creative identity. Théo, speaking from the brand’s headquarters in the trendy Saint Germain neighbourhood, explained, “When our father passed away, we decided to convert it into its own thing.” This transformation involved developing a new artistic brand language, strengthened by collaborations with contemporary artists, high-quality photography, and the establishment of gallery-style retail spaces.

Additionally, the Lafaurie brothers expanded their operations by launching an e-commerce platform targeted at an international audience and investing in technology infrastructure to support rapid growth. The brand’s positioning in the “smart luxury” segment seeks to blend creativity, quality craftsmanship, and accessibility—a blend that appears to be enabling Lafaurie to flourish in a market facing challenges in traditional luxury consumption.

As the fashion landscape continues to evolve, Lafaurie exemplifies how independent, contemporary brands can carve out distinctive spaces by balancing artistic expression and commercial appeal, providing consumers with alternatives beyond the conventional luxury and fast fashion options.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://us.lafaurieparis.com> - This URL supports the claim about Lafaurie being a French luxury brand that offers high-quality fabrics at affordable prices, aligning with their 'smart luxury' approach.
2. <https://us.lafaurieparis.com/collections/shirts> - It corroborates Lafaurie's offer of premium quality clothing at accessible prices, such as cotton shirts priced around €100.
3. <https://us.lafaurieparis.com/pages/la-maison-lafaurie> - This page explains the origins of Lafaurie, which was founded by Pierre Lafaurie in 1991, and highlights Théo and Pablo Lafaurie's efforts to transform it into a distinct brand.
4. <https://int.lafaurieparis.com/collections/new> - It supports Lafaurie's focus on effortless style and its new creative direction, emphasizing a blend of elegance and daily functionality.
5. <https://us.lafaurieparis.com/collections/our-mens-jeans> - This page shows Lafaurie's commitment to quality and modern designs in their collections, reflecting their aim for premium yet accessible fashion.
6. <https://www.noahwire.com> - As the source article, it provides context on Lafaurie's expansion, the opening of new stores, and the brand's positioning within the Parisian fashion scene.
7. <https://news.google.com/rss/articles/CBMiowFBVV95cUxPX1I2OW5Wb0g3ZlUyelJYVXZUakt6bC1NQzVkUUloc2V1VDJhOTFzWExrTDRXME5xYlRwVzF4X2JUS1pNU1l0SndOSGhCMV9ocUpOdFhPYmtVaG82bkU2QzJfN3NpRm9tU1c4RHd6N1Zkdkx5QU03ZzBVWjhBN1FRRURCdjBGM0RpblhWWUxaU3BocWpkcHlDVW5uTmY3eWhfQUp3?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data