



Shopping with a Teen in Paris: Where to Go, What to Buy



A corner in the Marais. Courtesy Indagare

One of the reasons that I fell in love with [Paris](#) when I first visited as a teenager was because I could find French styles that weren't ubiquitous in the States. However, when I first brought my daughter to France, she was perplexed by my enthusiasm since almost all of the brands we saw on the main shopping streets exist in [New York](#). On our last two trips, though, I have managed to convert her. Below are my tips for a fun shopping escapade in Paris with a teen.

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Stick to the Marais and the St. Germain area

The best streets to prowl in the Marais include Rue des Francs Bourgeois, Rue du

Vielle du Temple and Rue de Turenne. ([See our list of top Marais shopping.](#)) It is also one of the only areas in Paris where things are open on Sundays, so it tends to be packed on the weekends (many spots are closed on Monday mornings or all day). In St. Germain, the area bordered by Rue des Saints Pères, Rue Mazarine, Rue Jacob and St. Sulpice is ground zero for the best boutiques, like [Ines de la Fressange](#) on Rue de Grenelle and Rue de Cherche Midi.

Visit concept stores for a window into the next trends

Among the best concept stores in Paris are [L'Eclaireur](#) and [Merci](#). They tend to be packed with cool hunters from around the world, so the crowds as well as the shops and what they sell are feasts for inspiration.

Know about outlets, or Boutiques Stock

Popular French brands rarely go on sale in the States but in Paris there are 'stock boutiques', where everything is between 40 and 80 percent off. ("Stock" is the French word for "last season.") Here are some favorite addresses, including one, Alaia, that is more appropriate for mothers than teens.

- **Maje**, 6 Rue du Cherche Midi
- **Sandro**, 26 Rue de Sevigné
- **Zadig et Voltaire**, 22 Rue du Bourg-Tibourg
- **Alaia**, 18 Rue de la Verriere

Seek out one or two newcomers

Like in all major fashion cities, the shopping scene in Paris is always in flux, and it can be exciting to check out some of its newest openings. One on my radar now: **Marin Montagut** (48 Rue Madame), a curiosity shop inside a former tapestry workshop in the 6th arrondissement.

Finally, know where to stop for a fun lunch or snack

Some of my favorite spots in the heart of the Marais include the Merci Café and [Merci Ciné-Café](#), [Breizh Café](#) for crêpes and [Carette](#) on the Place des Vosges. In St. Germain, my choices are [Le Recamier](#) for soufflés, [La Société](#) and [La Palette](#) for classic bistro food and **Le Cherche Midi** (22 Rue du Cherche-Midi) for Italian dishes.

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- Melissa Biggs Bradley on May 5, 2021

