

Paris, 1 September 2025

## Press release

# Prix Versailles 2025: The World's Most Beautiful Emporiums

Today, 1 September, the Prix Versailles is releasing the World's Most Beautiful Emporiums List 2025.

As noted by Jérôme Gouadain, Secretary General of the Prix Versailles:

“These eight projects represent the pinnacle of the beauty that commerce is capable of producing. By shining a light on skills and expertise, and by imagining new and enchanting worlds, they impart a sense of elegance and poetry that runs deeper than their mere walls. They prove that trust – the core value that such spaces seek to convey – can be cultivated through boldness, openness and innovation. Lastly, they are worthy of world renown, given the way they embody and bring to life distinctive cultures, sources of inspiration for humankind.”

In December, three emporiums from the 2025 List will receive a World Title – Prix Versailles, Interior or Exterior.

The awards discerned by the Prix Versailles aim to promote intelligent sustainability, in which culture serves and transcends the notion of the environment.

The next World Selections will be announced on 3 November for Passenger Stations and on 10 November for Sports.



## PRIX VERSAILLES

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### WORLD'S MOST BEAUTIFUL EMPORIUMS LIST 2025

**Cartier**

*Brussels, Belgium*

**Louis Vuitton Taikoo Hui**

*Shanghai, China*

**Tianjin Zhongshuge**

*Tianjin, China*

**Tiffany & Co. Montenapoleone**

*Milan, Italy*

**Rolex Ginza**

*Tokyo, Japan*

**Toraya Ginza Building**

*Tokyo, Japan*

**Apple The Exchange TRX**

*Kuala Lumpur, Malaysia*

**Longchamp SoHo**

*New York, United States*

*The Laureates are listed in the alphabetical order of the countries they represent  
(based on their two-letter ISO 3166 country codes).*



## **PRIX VERSAILLES**

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PRESENTATION OF THE LAUREATES

# Cartier

*Brussels, Belgium*

Since a 2024 renovation by Friedmann & Versace, Cartier's collections have returned to their "Garden of Artisanal Crafts", a superb setting dotted with floral notes and subtly inspired by Belgian surrealist painters and by Victor Horta.

Cartier's connection to Belgium dates back to 1912, when the Maison created two diadems for Queen Elisabeth.

Now, arts and crafts have come together with extraordinary expertise to initiate an unprecedented dialogue between nature and architecture, in a modern reinterpretation of Cartier's most emblematic imagery.

For example, the Blundell & Therrien studio produced a papier mâché bas-relief inspired by the Royal Greenhouses of Laeken and depicting the famous Cartier panther, while a dramatic chandelier – reminiscent of a luxuriant canopy – is embellished with the iconic Tutti Frutti motif. Not to mention the parquet flooring arranged in a mosaic of water lilies, further deepening this poetic immersion.

And thanks to optimal management and the use of alternative materials, this exquisite design was implemented with an emphasis on ecological responsibility.



© Cartier



© Cartier



© Cartier

# Louis Vuitton Taikoo Hui

Shanghai, China

Welcome aboard *The Louis*, the ocean liner that has made Shanghai its home port.

Inside the hull – decorated with the LV Monogram – are a shop, a café and an immersive exhibition called *Visionary Journeys*, whose staging by Shohei Shigematsu of OMA takes visitors on a voyage through heritage, innovation and emotion.

An invitation to cruise through eight themed rooms, each as impressive as the last, including *Origins*, *Voyage*, *Perfume*, *Books* (featuring a library trunk belonging to the Maison where Ernest Hemingway kept his manuscripts), *Sport*, *Fashion & Leathergoods* (retracing the evolution of Louis Vuitton's iconic handbags) and *Workshop* (where various production secrets are revealed).

The soft lighting, warm wood and shelves full of art books all help to recreate the atmosphere of the transoceanic crossings of old. Nonetheless, this is a firmly contemporary port of call, a cultural centre whose peerless space has defined a new mission for the brand.



© Louis Vuitton



© Louis Vuitton



© Louis Vuitton

## Tianjin Zhongshuge

*Tianjin, China*



© X+Living

Nestled in the city's Italian-style district, Tianjin Zhongshuge is a new bookshop scaled to be as big as a municipal library (with more than 1,800 m<sup>2</sup> of space). Designed by X+Living, the architectural firm responsible for several of the chain's other locations, most notably in Hangzhou, it is surrounded by a century-old cluster of red brick buildings.

The project reimagines a modern structure through a complete architectural and interior renovation, blending it into the neighbourhood's historical context.

Here, the traditional materials of brick and metal are confidently reinterpreted for the ages. Horizontal gaps inspired by window blinds disrupt the dense texture, softening the mass and allowing light to filter through. The monumental – even dizzying – interior is endowed with large, ascending arched openings. Still, a spectacular, unified logic provides for easy circulation within this forest of books.

The central blue colour and curved lines inside the structure are echoes to the undulating waves that ripple through Tianjin Port.



© X+Living



© X+Living

# Tiffany & Co. Montenapoleone

*Milan, Italy*

In the Quadrilatero della moda, Tiffany & Co. has inaugurated its biggest European flagship store yet inside the neoclassical 19th century Palazzo Taverna.

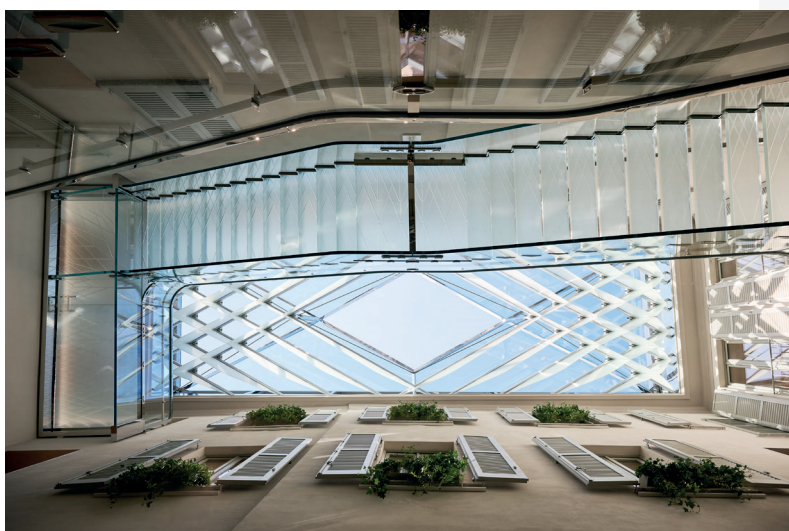
Aside from the façade featuring blue Murano glass lunettes along with artistic windows merging Tiffany's legendary design with iconic Milanese style, Peter Marino Architect has elevated the brand's cultural messaging on art, history and heritage across the building's three storeys.

The ground floor spotlights Tiffany icons and archival treasures, including for example a brooch that Richard Burton gave to Elizabeth Taylor. On the next floor, Tiffany's Home and Silver collections are on display. And as for the top floor, it houses the Diamond and Watch galleries, as well as private salons.

Remarkable elements like an innovative structural glass staircase and an enormous skylight bathe the inner courtyard in natural light. Throughout, refined Italian materials and numerous works of art (by artists the likes of Picasso, Warhol, Kapoor and more) provide further proof of the successful intermingling of American opulence with Italian elegance.



© Tiffany & Co.



© Tiffany & Co.



© Tiffany & Co.

# Rolex Ginza

*Tokyo, Japan*

The new Rolex flagship store is an extraordinary reinterpretation, a seamless blend of the famous watchmaker's visual identity with Japanese aesthetics.

For this four-storey project spanning more than 1,000 m<sup>2</sup>, the studio Curiosity delivered a unique façade where hints of deep green filter down from the first floor, delicately diffusing the brand's iconic colour to the street.

From there, the entrance discreetly guides visitors into a tranquil interior just waiting to be explored.

On the ground floor, the infinitesimal minuteness of watch mechanisms is showcased in large, round spaces.

Upstairs, a series of salons adjoin the highly anticipated, exclusive bar area.

Finally, the second floor houses a private salon, designed to exude refined Japanese luxury through the use of traditional Japanese materials provided by local artisans.

The experience is an initiation, one that is reflected in the basement laboratory, where the brand's technical skills and craftsmanship are on display.



© Curiosity / Rolex



© Curiosity / Rolex



© Curiosity / Rolex

# Toraya Ginza Building

*Tokyo, Japan*

From the height of its 56 metres, the Toraya Ginza Building – named after a traditional Japanese confectionery store with a 500-year history – has elevated its lively neighbourhood with a fresh approach that was entrusted in particular to the architectural teams at the firms Kajima and Naito.

Balenciaga occupies the first three levels, while Floor 5 is home to the Ginza Kuroda Touen ceramic art gallery.

The age-old sweets-maker has Floors 4, 11 and 12 to itself, respectively featuring a café, a restaurant and a bar.

Everything here is designed to foster a sense of a total, unified whole. A two-storey terrace spanning Floors 4 and 5 allows visitors to enjoy cool breezes while still feeling the lively atmosphere of the streets. A rooftop garden steps down to a liberating space on Floor 12 with a panoramic view.

Turning architecture into delicious, intimate joy: through the interplay of brilliance and transparency, the use of warm colours, and alternations between solids and voids, Toraya is a new icon in the Ginza district.



© Kajima Design



© Kajima Design



© Kajima Design

# Apple The Exchange TRX

*Kuala Lumpur, Malaysia*



© Apple

Malaysia's first Apple Store is part of The Exchange TRX, a shopping mall located within the Tun Razak Exchange, at the cutting edge of contemporary urban innovation.

This new masterpiece from Foster + Partners seems to resolve the problem of "squaring the circle": from the exterior, its square roof (26.5 x 26.5 metres) looks like an open, luminous dome.

In response to Malaysia's tropical climate, its fins act like louvred shutters, carefully angled to control solar radiation inside a monumental atrium.

The store is laid out across three levels. The display tables are on the lowest level, which connects directly to the rest of the mall. People can take a sculptural glass and quartz staircase or a glazed lift to the shop's other levels, enjoying multiple lines of sight all the way up to the lush tropical garden at the top.

This semi-subterranean construction serves as an emissary of national identity, creating connections, transforming space and enthralling visitors.



© Apple



© Apple

# Longchamp SoHo

*New York, United States*

At 132 Spring Street, in an 800 m<sup>2</sup> loft built in 1936, *La Maison Unique* has been unveiling the latest from Longchamp for more than two decades now.

For this iconic location, which reopened in April 2025, Thomas Heatherwick – who had already participated in its 2006 transformation – has delivered a manifesto of contemporary design.

The space is laid out around a sculptural stair-well made up of 55 tonnes of steel ribbons. Named *The Landscape*, it feels like a smooth, lyrical climb up a hillside.

Reconfigured in the brand's iconic Lumière green, the different areas have been refreshed with bold artistic references, like rugs swirling around pillars, as if paint were streaming down from the ceiling.

Rounded lines here and elsewhere contribute to the flow and bounty of the customer experience.

While reflecting SoHo's industrial heart and soul, the place is also an exotic getaway thanks to its vast rooms, raw materials and revolutionary relationship with space.

Its sustainability stems too from its reinvention by means of original experiences that make this location truly unique.



© Longchamp



© Longchamp



© Longchamp



## PRIX VERSAILLES

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