

Society Room

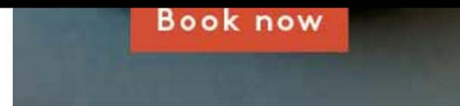
Well-made wardrobe basics in beautiful fabrics at friendly prices across both ready-to-wear and made-to-measure collections— that’s the concept of Society Room, a new Parisian label cofounded by French tailor Yvan Benbanaste and financier Fabrice Pinchart-Deny, who have set up shop in a renovated 19th-century town house located in a courtyard in the city’s Madeleine district. Reminiscent of Parisian salons of yore, the concept was borne out of the founders’ desire to propose a more intimate, altogether more civilized way of selling clothes.

Clients can take tea and peruse pieces from the women’s rtw line in the site’s stylish salon, with items including superlight jackets, tuxedos, shirtdresses and pajamas in noble men’s wear fabrics. They also can be measured in an equally swish adjacent room, with a choice of personalized shirts and made-to-measure suits for both men and women, with lines inspired by both Savile Row and Neapolitan tailoring.

The suits are made in Italy and take between three to five weeks to produce. For the rtw line, shirts start at 115 euros and suits at 400 euros. Custom shirts start at 125 euros, meanwhile, and made-to-measure suits at 800 euros.

A range of furniture, objects and lighting designs proposed by collaborator antique dealers and gallery owners is also for sale, while in a bright blue room on the site’s top floor, the duo plan to host networking dinners, with the idea that the house also be a place of cultural exchange.

Information around Society Room will be relayed on the brand’s web site and social media channels, with an e-commerce site due to open in January.



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A look by Society Room. Courtesy

