

Name: Nathalie Guihaume
Occupation: Founder of concept store Les Lucioles
Nationality: French



1. Rock attitude
 2. Summer time!
 3. Last details...

FASHIONISTA Très Chic

Born and raised in Paris, Nathalie the fashion connoisseur is the CEO and founder of Les Lucioles ("fireflies" in French), a concept store promoting young designers and artists from all over the world. She came to Shanghai four years ago with her husband and her son to start on an adventure, take on new challenges and discover a new horizon. After just a few months, she met another French woman and the pair realized that they shared the same dream: to open a concept store like those found in Paris, but which did not yet exist in Shanghai. They wanted it to become a mecca for design and fashion lovers. The first boutique opened in 1933, then another popped up on Jinxian Lu in front of Citizen Café, and a third Les Lucioles opens mid-August in Taikang Terrace. Nathalie really likes to search for talented designers and collaborate with artists. She curates the store's selection based on her tastes, saying she'll only stock jewelry, clothing and art pieces if they're things she herself would buy. Nathalie is a passionate, super-energetic and optimistic woman. She's got thousands of design ideas, and is now also creating her own jewelry and clothing collection under the name Les Lucioles.

Nathalie's style recipe: a pinch of rock attitude, a lot of simplicity, a touch of originality and plenty of neutral colors. She takes her style inspiration from actress and model Lou Doillon, French designer Inès De La Fressange, Emmanuelle Alt, editor-in-chief of *Vogue Paris*, and her mother. "All of them have their own style, but share a simplicity that makes them stylish without forcing it," she says. This is what we call Parisian chic. She also admires Alexander McQueen "for his talent, his ability to create and his great imagination."

Here Nathalie is wearing a Rodarte silk dress bought in France, a sterling silver ring with crystals and Swarovski elements from jewelry designer Shourouk, a colorful leather bag from Warmi made in Bogotá and a pair of red stilettos from Gaspard Yurkievich.

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