

# DISCOVERIES



## STUDIO TOUR

### Opposing Forces

Acne Studios embraces juxtaposition at its new Paris headquarters, set inside a historic mansion and lab

**A**cne Studios, the Stockholm-based fashion brand known for its off-kilter minimalism and avant-garde denim, had long kept several satellite offices around Paris's Le Marais district. This allowed the label to be more plugged into the international fashion scene—and made it easier to stage its ready-to-wear shows locally twice a year. But dashing from one building to another for meetings wasn't a terribly efficient way of working. Finally, company cofounder and creative director Jonny Johansson decided it was time to bring everything under one roof. In 2022, after much searching, he found the perfect site in the 10th arrondissement: a historic mansion that had been home to the Prevets, a French industrialist family. Attached to the back was the 1930s laboratory where, for 50 years, they made Gomenol, a medicinal oil still

AT THE NEW PARIS HEADQUARTERS OF ACNE STUDIOS, COFOUNDER AND CREATIVE DIRECTOR JONNY JOHANSSON STANDS BESIDE A DANIEL SILVER SCULPTURE IN THE FRONT COURTYARD; THE BUILDING WAS CONVERTED BY HALLEROED (HALLEROED.COM).

PHOTOGRAPHY BY FELIX DOL MAILLOT STYLING BY CHLOE BARRIERE

ART: DANIEL SILVER



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—Jonny Johansson

sold in French pharmacies. “We choose our spaces carefully,” Johansson says. “They have to fit the company aesthetically—and have good karma.”

The Prevet property had both. Johansson loved the formality of the manor, with its gilded salons, oak parquet floors, and the cool sterility of the lab. “Contrast is what drives this building and what we are trying to achieve at Acne,” he says. “We thrive on juxtaposition.”

To oversee a refit to the historic structures, Johansson brought on his longtime collaborators Christian and Ruxandra Halleröd of the Stockholm-based design studio Halleroed. For this project, they kept a light touch, as Ruxandra explains, “refreshing the old, and creating additions that would be visible and new, like white-painted walls to frame the original.” Visitors enter through a handsome courtyard, which now contains a Venus de Milo–like sculpture by Daniel Silver, to arrive at the front door of the mansion. Dotting the soaring salons are contemporary artworks that Acne Studios originally

ART: SYLVIE MACMILLAN



1. THE VIP FITTING ROOM FEATURES LUKAS GSCHWANDTNER SEATING AND BENOIT LALLOZ LIGHTING. 2. THE SHOWROOM RETAINS THE LAB'S ORIGINAL CEILING; FURNITURE BY MAX LAMB. 3. A CANDELABRA BY SYLVIE MACMILLAN IN THE WAITING ROOM.





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1. MAX LAMB FURNISHINGS IN THE CENTRAL COURTYARD. 2. THE SPARTAN ATELIER ON THE SECOND FLOOR OF THE LAB. 3. A JONATHAN LYNDON CHASE CHAIR AND BENOIT LALLOZ LIGHTING IN THE CANTEEN.



commissioned for its shows and stores. For example, seating by Lukas Gschwandtner, similar to that which appeared in the spring-summer 2024 women’s presentation, is now installed in a VIP fitting room. Elsewhere, the large shell-covered candelabras that Sylvie Macmillan created for Acne Studios’ spring-summer women’s 2023 show give the chambers a warm glow.

From the original house, one crosses, as if through a portal, into the former laboratory, whose ground floor serves as the vast showroom, with concrete pillars, LED track lighting by Benoit Laloz, stainless-steel clothing racks, and pink anodized-aluminum shelving. “It’s our brand color,” Johansson says of the shade, noting, “I hated it for a while, but it grew on me.” The spare furnishings, including seating wrapped in blush vinyl and end tables, are by longtime collaborator Max Lamb.

Upstairs, the studios, atelier, and merchandising offices are situated in all-white rooms, with the lab’s original transparent glass tile ceiling and big picture windows overlooking the garden. Downstairs, in the mansion’s vaulted cave, the canteen features a pink and stainless-steel kitchen and an airy dining room with so much contemporary art one feels like you’re in a private museum. The space “showcases artists we admire and work with,” Johansson said. “It gives people a chance to understand better what we do at Acne, which is quite nice.”

[acnestudios.com](http://acnestudios.com) —DANA THOMAS

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