

MONTPELLIER



Hello & Welcome

This fashion magazine was created based on my personal experiences studying abroad in Montpellier, France. I spent weeks exploring its streets and malls to find what turned out to be some of my favorite shopping spots, and hope that by sharing them with you, you'll be able to enjoy your time there as much as I did.

Montpellier models itself on a fashion sense unique to the South of France. Paris may be a global fashion hub, but there is something just as special to be found in this city. You can use the recommendations in this magazine as a starting point if you'd like, but I can't recommend enough taking the time to explore and discover a hidden gem on your own.

Liz Bauman
Editor





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The Polygon, one of Montpellier's biggest shopping malls.

LE VOCABULAIRE: WORDS TO KNOW

Just a few of the phrases and vocabulary words that may aid you in your French shopping experiences.

BONJOUR - [bahn-jore]

This may seem like an obvious one, but the usage is what's important here. When entering a store, be sure to greet the shop owner with a friendly "bonjour!", or "bonsoir" in the evening. It's a simple way to show respect and be polite to the business you're patronizing.

JE NE PARLE PAS FRANÇAIS - [jeh nuh pahrl pah frahn-say]

Simply, "I don't speak French." The perfect phrase for a polite way to let someone know you don't understand what they're saying to you.

JE SUIS DÉSOLÉ - [jeh swee day-so-lay]

Meaning, "I'm sorry," in case of any accidents resulting in the need for an apology. Try "Je suis très [pronounced "tray"] désolé" if you want to convey that you're very sorry for something!

SOLDES - [sohl-duh]

You might see this word outside of storefronts — it means they're having a sale! July is one of France's biggest sale months, so they will be plastered everywhere during this time.

JUSQU'À - [joos-kah]

You may see this word next to percentages; e.g. "Jusqu'à 70%!" In this example, it means that whatever items are associated with that sign are up to 70% off. Just be sure to check the actual price tag too!

Sale signs at the store Tally Weijl, found at the Odysseum Mall in Montpellier.



TRENDING IN MONTPELLIER

How to emulate the effortless style found in the South of France.

The South of France, like any area, has its own unique sense of style and fashion. Certainly influenced by the high summer temperatures, you will generally see residents wearing a more relaxed and loose fit as a way to combat the heat. The idea is to look effortless despite the amount of effort put into the look. Comfort is key, but that doesn't mean you can't look polished too.

Overall, the Montpellier look isn't so different from that in the U.S. that you won't be able to pull pieces from your existing closet to blend in—you just have to be mindful of the heat. Pack smart by bringing lighter fabrics like linen or cotton.

If you want to emulate the Montpellier style, sundresses and loose silhouettes will also be your friend. A patterned sundress can be a whole outfit in and of itself, and will keep you cooler by letting your legs breathe while walking. Lighter colors will also reflect heat more, so the timing is perfect with yellow becoming such a big trend.



Yellow image taken at Promod. Patterned rack image taken at Loge no.9. Overalls image taken at Pimkie.



WEEKEND IN PARIS

How could we not talk about Paris?

If you're going to spend over a month in France, you're going to want to go to Paris. Nowhere else can you go to the mall, and in the same day, eat pastries in front of the Eiffel Tower. It's easy to get caught up in the romance of it all. This is a city where you can blow your entire budget in just a few days, so be sure to shop smart.

For those of you looking for an all-inclusive shopping experience, the Bazar de l'Hôtel de Ville, or le BHV Marais for short, is a must see. Located across from the Hôtel de Ville metro stop, this department store is one of the first in France. It's part of the larger

French department store chain Galeries Lafayette, whose flagship store is also in Paris. The flagship is home to some of the most beautiful art nouveau architecture in Paris, with a dome that makes a visit to this building worth it by itself.

Don't forget that there's more to Paris than the high-end department stores! There are plenty of small boutiques that are worth a visit, and sometimes the places you accidentally stumble upon are the best ones. Just make sure you start exploring early in the day, as many small businesses in France close earlier than what you may be used to.

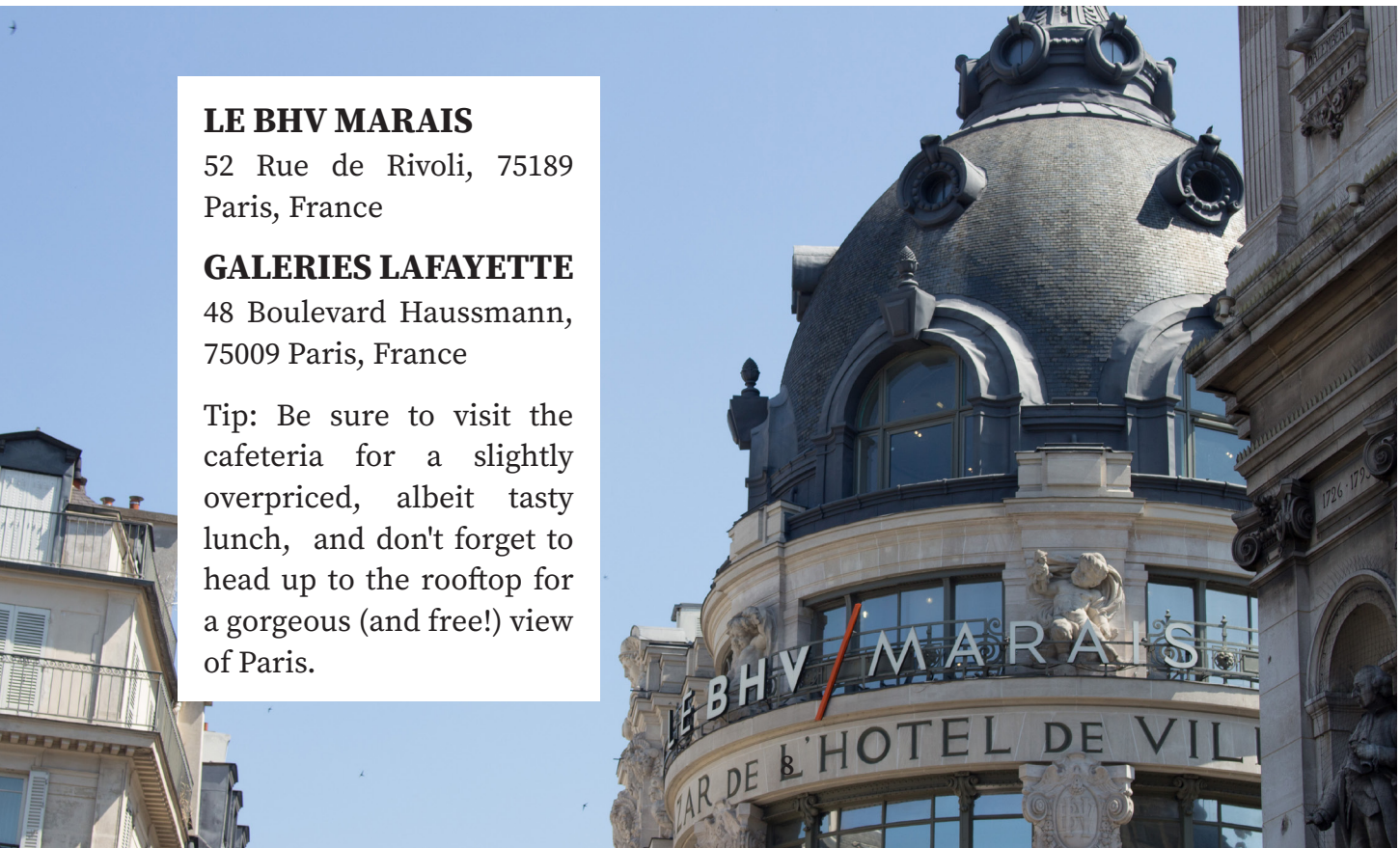
LE BHV MARAIS

52 Rue de Rivoli, 75189
Paris, France

GALERIES LAFAYETTE

48 Boulevard Haussmann,
75009 Paris, France

Tip: Be sure to visit the cafeteria for a slightly overpriced, albeit tasty lunch, and don't forget to head up to the rooftop for a gorgeous (and free!) view of Paris.





SHOPPING IN THE CITY



ZERDA

Zerda, found across the bus stop at the Place de la Comédie, carries both men's and women's trendy clothes. Though their sizing can be inconsistent (one size fits all does not fit all), if you can find the right fit, it will come with the right price. Their pieces, ranging from around €12 to €30, will be sure to especially impress those looking for something tight and sexy.



LOGE NUMÉRO 9

This women's boutique will win you over with their wide assortment of summer dresses, complete with unique colors and patterns that will brighten anyone's closet. Prices range from €69 to over €150, depending on the dress and the sales going on. And you know you're getting high quality for the price, because they design and make their clothes in France.



COLOR DI ROMA

Passing Color Di Roma, they may appear to be having a huge blowout sale based on their signage, proclaiming everything in the store to be just €10. Lucky you—this isn't just a limited-time sale! Everything in the store is €10, all the time. You'll be able to find tops, dresses, pants, shoes, and more without having to worry about the price tag.



6 Boulevard de l'Observatoire, Instagram @zerda.montpellier, Website <https://zerda-boutique.com/>



9 rue de la loge, Instagram @loge_n9



18 rue de l'aiguillerie



Image of the front of the Polygone at 1 Rue des Pertuisanes, Montpellier, France.

THE MALL

Every kind of store you could ask for in one convenient location.

NAF NAF

If you're dying to get your hands on a true "French" dress, Naf Naf is a great place to find it. This store has a wide array of colorful and stylish dresses and more at mid-range prices. Just look for "Designed in France" on the tag and you'll know you're getting something with the French style in mind.



PROMOD

Promod is a European-based brand comparable to H&M in its pricing and style. If you've found yourself needing to stock up on basics and layering pieces while in Montpellier, this is a great place to stop and get them for great prices. The vivid colors alone may be enough to draw you in from outside.



PIMKIE

Pimkie is another fast fashion store in the Polygone that is perfect for finding trendy European clothes at a super reasonable price point. Their sales can be as low as €5, so if you're a bargain hunter, this is the place to go.



As of 2018, there are two standout malls in Montpellier: The Polygone and the Odysseum. The former, located in the heart of Montpellier at 1 Rue des Pertuisanes, contains every price level you could ask for, from under €20 to over €100 in the Galeries Lafayette section of the mall.

Arguably the best part of the Polygone is actually right outside of it. A few days during the week, weather providing, vendors will set up tents outside on the walkway. Luckily with an ATM close-by, you'll be able to snag some unique accessories and knickknacks without even having to enter the mall.

Located at 447 rue Georges Melies, the Odysseum is a ways out if you're looking at it in respect to the Place de la Comédie, but it's definitely worth the tram ride. Here you will find two huge levels of restaurants, clothing stores, and even an aquarium! The Ikea at the Odysseum is a great place for a cheap meal, and it's always fun to look at all of the furniture, even if it won't fit in your checked bag.

If you're feeling homesick, the Odysseum even has a few stores that we have back in the U.S., including both H&M and Zara. Besides the great prices, you may even be able to get a few pieces from these brands that aren't available at home!



TALLY WEIJL

This Swiss-based brand found in the Odysseum carries clothes with an air of effortless cool to them. Tally Weijl is yet another trendy store in Montpellier with affordable pricing to boot. If you're looking for cute graphic tees, this is also the place to find them.



STRADIVARIUS

Stradivarius, named for the eponymous violin, originated in Spain and carries a combination of trendy and sexy pieces at a reasonable price point. You'll definitely be able to piece a whole outfit together here, as many of their clothes have strategically been created with a cohesive color palette.



A shot of the front of the Odysseum, 447 rue Georges Melies, Montpellier, France.



Moa, a fashion accessories store in the Polygone. Right images: Product assortment at Moa.





Kookai, located in the Odysseum.





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