

Gentle Monster opened its first European flagship

*In-depth study of the store's location
using Geoblink by MyTraffic*

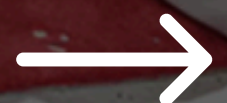


A new luxury brand

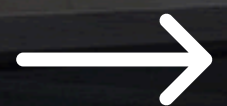
Part of a new wave of Asian brands expanding into Europe,

Founded in 2011, Gentle Monster is known for bold, fashion-forward eyewear and immersive retail spaces that blend art, technology, and luxury.

In October 2025, the brand opened its first European flagship at [132 Rue Vieille du Temple](#), Paris, which feels more like visiting an art gallery than being in a store.



What does this location choice reveal about Gentle Monster's positioning?



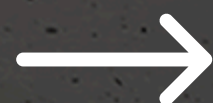
Study Methodology

To decode this location choice, we conducted a comparative analysis using [Geoblink by MyTraffic](#).

The study benchmarks Gentle Monster's address against established luxury and premium brands in Le Marais, as well as heritage luxury houses located in other key Parisian luxury districts.

Benchmarked stores in Paris:

- Anne & Valentin, 4^{ème}
- Lacoste, 4^{ème}
- LRG Eyewear, 4^{ème}
- Goyard, 1^{er}
- Dior, 8^{ème}



Visitor spending per category index vs national average

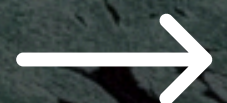


A naturally affluent and design-oriented audience

The Gentle Monster store is in a location that attracts high-income, design-literate luxury audiences, where both visitors and residents already match luxury consumption profiles.

Beyond income, this audience shows strong design and cultural capital, with **spending strongly skewed toward fashion and culture.**

This audience profile sets the foundation for understanding why visibility alone is not the primary goal.

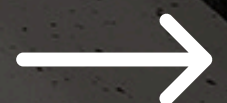


High visibility without mass-market dilution

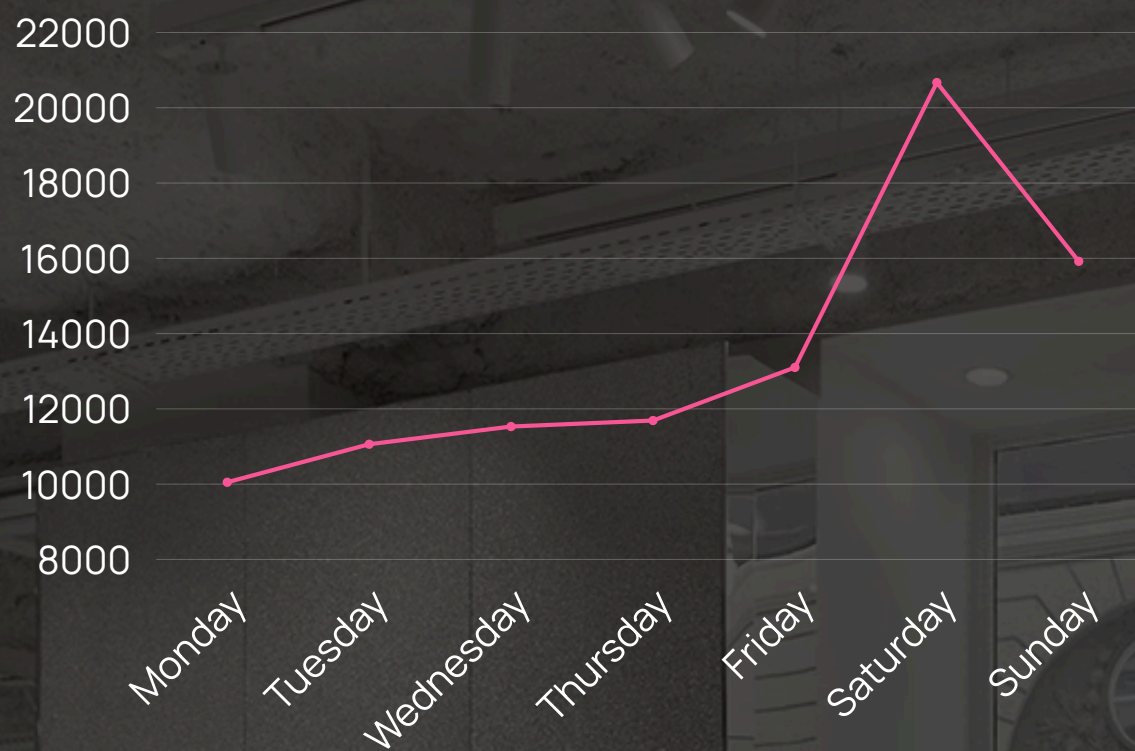
Visibility still matters... but only when it remains selective.

With 6.9 million pedestrians walking past the location in 2025, 390 000 of which are tourists, the store ranks 3rd out of 6 locations studied, combining strong visibility with a controlled level of traffic.

Positioned below ultra-touristic streets in intensity, the location offers selective visibility with its target demographics, ensuring broad exposure without mass-market dilution.



Store footfall trends in 2025

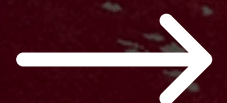


Leisure-driven, experiential traffic

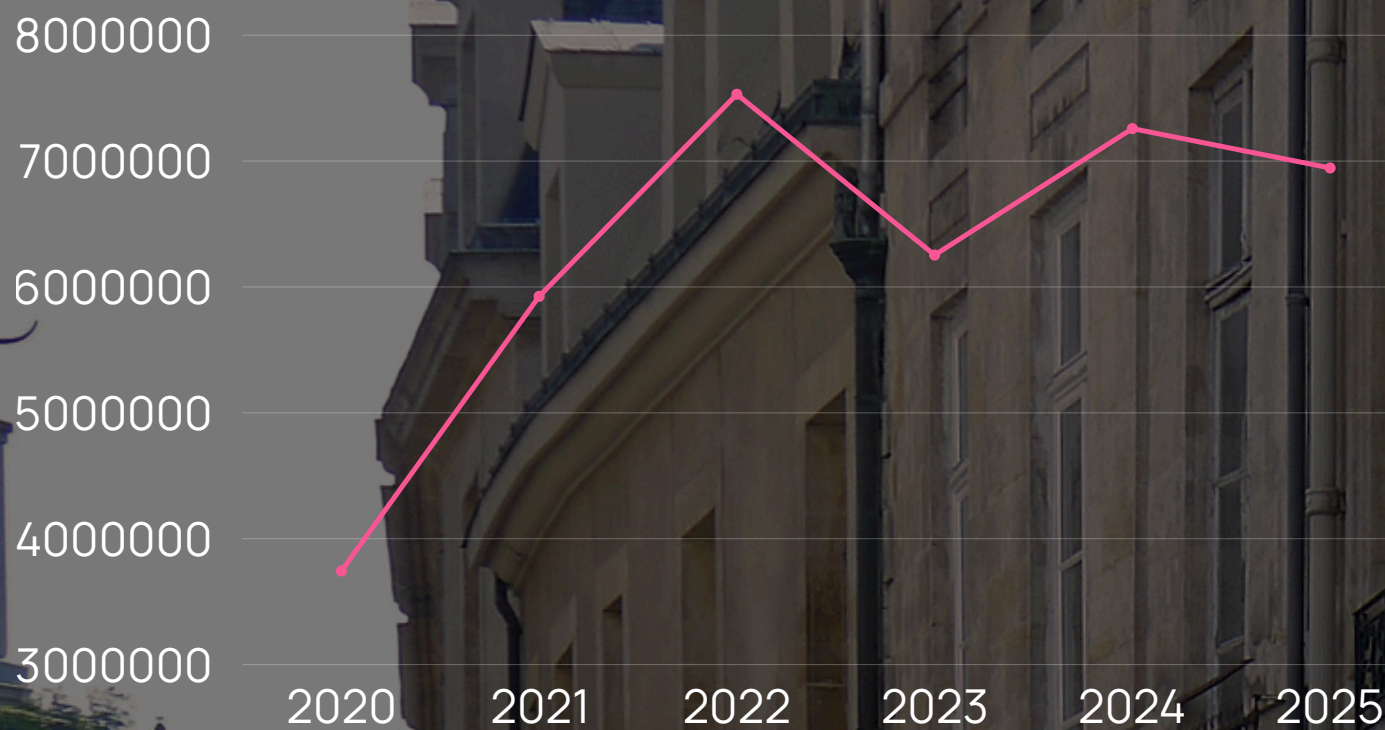
Saturday pedestrian traffic more than doubles compared to weekdays (**ratio 2.14**), highlighting a leisure and choice-driven shopping dynamic rather than functional daily traffic.

This strong weekend bias is a key marker of **experiential** and **design-led** luxury, where discovery, storytelling, and the in-store experience matter as much as the product itself.

This reinforces the store's role as a destination rather than a convenience stop.



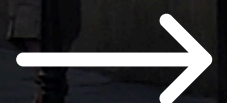
Footfall evolution since 2020



A mature, stable luxury corridor

Traffic at the location remains high and stable over 2025, with an average of **~605k pedestrians per month** (-4.3% footfall growth versus 2024).

This pattern signals **maturity** rather than hype: the street is not in a growth spike, but shows no signs of long-term decline.

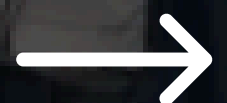


What the location reveals

Gentle Monster's choice of location clearly positions the brand as new luxury rather than traditional luxury.

By anchoring its first European flagship in a **mature, high-footfall** area with strong **socio-demographic alignment**, fashion-oriented **spending**, and intentional, leisure-driven visits, the brand prioritizes cultural relevance over prestige signaling.

The location offers visibility, stability, and an audience already fluent in design and experiential retail. More than a point of sale, the store operates as a cultural and experiential marker, fully aligned with Gentle Monster's gallery-like retail model.



Make Smarter Location Decisions

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