

NOVU

Established in 2017 in Paris, NOVU began with a manufacturing-first approach, grounded in the belief that modular design solutions could transform any event space. With roots in fashion and retail, we bring industry-specific insight to everything we do.

Today, NOVU operates globally, with headquarters in Paris and offices in Cracow and New York City - allowing us to efficiently serve both European and North American markets.

Our two independent manufacturing facilities specialise in wood, aluminium, and steel, enabling us to deliver high-quality, bespoke solutions across different scales and materials.

We work with fashion institutions, creative agencies, real estate developers, and brands ranging from early-stage startups to established luxury houses.

GARANCE VALLÉE FOR SAMSØE SAMSØE, JULY 2026

For Samsøe Samsøe's SS27 Paris Fashion Week pop-up, designed and art directed by Garance Vallée for Franck Pellegrino's all-denim collection, NOVU produced the sculptural centrepiece, bespoke walls and front desk that defined the space.

From bespoke fabrication to on-site execution, we supported the project by translating the design into the physical activation environment.







RHUDE SHOWROOM, JULY 2026

For RHUDE's SS27 showroom, NOVU led the spatial design and manufactured a series of bespoke furniture pieces and display elements.

The project included bespoke armchairs in California Burl with light blue velvet upholstery, a large glossy black sofa with integrated display functionality and black velvet upholstery, as well as a selection of custom display pieces developed specifically for the space.







CHLOÉ BOUTIQUE IN MYKONOS, JUNE 2026

For Chloé's seasonal boutique in Mykonos, NOVU delivered a complete suite of bespoke retail fixtures and furniture.

The scope included rails, shelving, display tables with integrated glass structures, display cubes, fitting rooms, mirrors, parasols and terrace seating, supporting both the retail experience and the architectural identity of the space.







CHLOÉ BOUTIQUE IN COMO, MAY 2026

For Chloé's boutique in Como, Italy, NOVU produced bespoke built-in display walls alongside custom steel display racks, designed to integrate seamlessly into the interior architecture.





BESPOKE PROJECTS

ALBA SHOWROOM, JULY 2026

For Alba's SS27 showroom in Paris, NOVU developed the spatial design and produced a bespoke stainless steel wall and display elements, introducing a contemporary counterpoint to the traditional Parisian interior.





GARANCE VALLÉE FOR CONVERSE, APRIL 2026

Produced by NOVU for Converse and Flash Art, this installation designed by Garance Vallée explored the dialogue between materiality, rhythm and surface.

Large dining tables composed of polished and brushed stainless steel created a graphic checkered composition, while woven steel chairs introduced a tactile counterpoint through their interlocking construction.

Presented during Milan Design Week 2026, the installation served as the setting for a brand activation dinner in partnership with Ruinart.







BESPOKE PROJECTS

SELF-PORTRAIT BOUTIQUE IN ALESSIO, APRIL 2026

For Self-Portrait's pop-up store in Alassio, Italy, NOVU produced bespoke mirrored display cubes and glass vitrines, paired with polished stainless steel racks and carpeting sourced specifically for the project.





KHAITE AT LE BON MARCHÉ, NOVEMBER 2024

For KHAITE's activation at Le Bon Marché, NOVU developed and manufactured a bespoke display combining oxidised raw steel, satin acrylic panels and integrated lightboxes.

The resulting installation created a refined architectural backdrop for the presentation of the brand's leather goods collection.





KHAITE



CHLOÉ BOUTIQUE IN COURMAYEUR, JANUARY 2026

For Chloé's boutique in Courmayeur, Italy, NOVU was responsible for the production of all bespoke elements throughout the space.

From display fixtures, mirrors and seating areas to rugs and exterior signage, every detail was developed to support a cohesive retail experience.





CHLOÉ FLAGSHIP IN PARIS, JULY 2024

For this flagship store in Paris, we had the privilege of collaborating with our client to produce bespoke steel rails, displays, and mirrors, bringing their creative vision to life.





BESPOKE PROJECTS

AYA MUSE SHOWROOM, SEPTEMBER 2024

For Aya Muse's Paris Fashion Week showroom, we designed and crafted bespoke curved rails to showcase their collection while complementing the Parisian setting.





CHLOÉ FLAGSHIP IN LOS ANGELES, JULY 2024

For Chloé's Melrose Place location in Los Angeles, we delivered bespoke racks and shelves, crafted to integrate seamlessly into the architectural context.





BESPOKE PROJECTS

MAGMA BAR, MAY 2026

Magma Bar in Berlin commissioned us to produce a satin-effect stainless steel bar with Ettore Sottsass wood veneer and a glass top.





Daniela Alvarado
Account Lead
t: +33 6 81 21 34 67

[novu.fr](#) / [novu.nyc](#) / [@novuparis](#)
Paris / NY