

L'USINE

ET LA CAFETERIA DE L'USINE

151/1 DONG KHOI ST. • 1ST FLOOR • D.1 HCMC • VIETNAM

More than just a fashion boutique, café and art gallery, L'Usine is a contemporary Vietnamese experience. Inspired by the timeless elegance and enterprising industry of the Indochine era, L'Usine's founders have designed a space that not only showcases global fashion but celebrates modern Vietnamese creativity.

Dating from the late 1800's, the French colonial building has endured the ravages of two wars and been reincarnated as a ballroom, a boutique hotel, an apartment building and government offices. Now this brick and mortar vestige of Vietnam's colonial heritage has been reimagined anew once again, this time as a 1930's French garment factory.

Each piece of industrial era inspired furniture in L'Usine's central retail space has been designed and hand-built using authentic materials such as cast iron and wood reclaimed from old weaving looms to evoke an authentic colonial feel.

With exclusive labels imported from all over the world, L'Usine's racks and walkways are draped in contemporary styles, from elegant and sophisticated fashion to casual high-quality cottons. From London and Paris to New York and Tokyo, all designs are selected specifically for Ho Chi Minh City's temperate climate. L'Usine offers not only clothing but also lifestyle accessories such as shoes, home-wares, nick-knacks and a range vintage bicycles.

L'Usine and La Cafeteria is a space to relax, inform and inspire; a dynamic platform to showcase Vietnam's talented new creatives, from painters and sculptors to designers and graphic artists. The central retail space is adjoined by an exclusive gallery with exhibitions and live performances that change monthly, and is fronted by a light, airy cafeteria and terrace. Furnished in a fusion of factory eatery and French bistro style, the café serves freshly cut sandwiches and home-style cakes with an emphasis on quality ingredients. It offers freshly roasted coffee and a selection of specialty imported Mariage Freres teas to help you keep up with Ho Chi Minh City's frenetic buzz.

L'Usine is not just a store – it's a lifestyle.