

# PLEASE DO NOT ENTER - IN THE PRESS -

## LOS ANGELES CONFIDENTIAL



### PLEASE DO NOT ENTER OFFERS A UNIQUE FASHION/ART CONCEPT

IN STYLE, FEATURED STORY BY ALLYSON REES, OCTOBER 2014 MEN'S ISSUE

Lifestyle as “couture” is the concept behind appointment-only fashion/art shop Please Do Not Enter.

Libert and Renoird set out to create an environment where they could share all the fashion, design, art, and objects they love—from tailored menswear by former Hermès artistic director Christophe Lemaire and butter-soft black leather sneakers from British brand CIPHER to ceramics by Guillaume Bardet and stationery by 57-year-old Japanese brand Ito Bindery. “It’s a not a clothing store with a few candles and some books,” says Renoird.

Please Do Not Enter is open by appointment only, but not because it’s precious or elitist. In fact, it’s quite the opposite. Libert and Renoird believe that knowing a product’s backstory enhances the customer experience, and they want to take the time to tell guests—ranging from deep-pocketed art collectors to young design enthusiasts—about each piece’s provenance and craftsmanship.

“It’s a hidden place where you can discover things you can’t normally find in LA or California or even in the United States,” says Libert. “First you have to love the piece for its formal appearance... and then you have to enjoy the story!” 523 W. Sixth St., Ste. 1229, 213-263-0037

