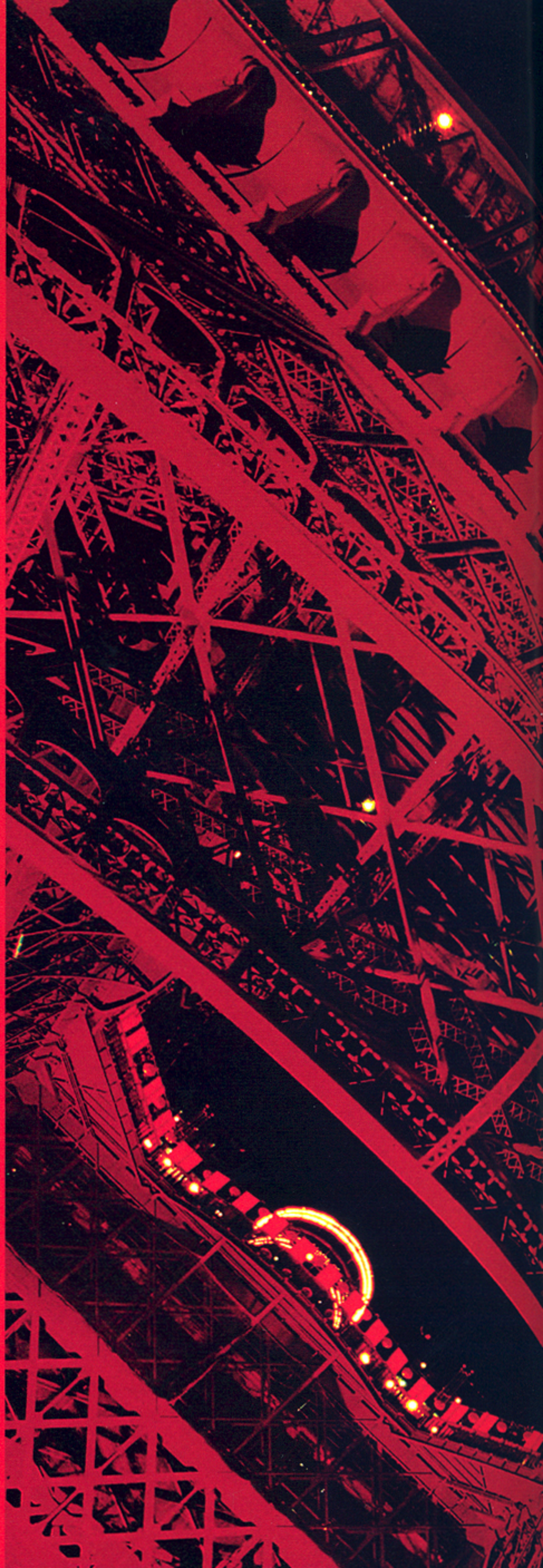


|巴|黎|云|端|一|抹|嫣|红| ROUGE: THE PARISIAN WAY WITH RED

红色是巴黎市旗的颜色之一，浸没于这座时尚之都的灵动脉搏间；红色是传承浪漫狂热的激情分子，徜徉在时光走廊的缤纷景致处。看那夜色下的艾菲尔铁塔，与星空相辉映，闪烁着焰火的光芒。法国之红以其独特的姿态，诉说着美丽与高贵，演绎着炫目难忘的异国风情。

Red is one of the two colours that make up the flag of the city of Paris. Red is by no means ubiquitous, but it is used in unique ways in unique venues, adding an exotic, beautiful, elegant or distinctive note of its own to this endlessly fascinating city. Through the ages red has coloured the romance, the passion, the violence and revolutionary spirit that are woven into the history of the French capital.



But sometimes, elegance requires no more than a slight touch of red. Ex-directory, Liste Rouge has earned a reputation for making the highest-quality custom shirts from the most luxurious fabrics available. Its 350-square-metre retail store is located at 138 rue du Faubourg Saint-Honoré, the most up-scale shopping district in Paris. The magenta façade and the "red" name (rouge means red in French) evoke the select and refined spirit of the brand. All fabrics are carefully selected from the best European weavers: the finest lightweight fabrics from Switzerland; the most luxurious English cottons; futuristic designs from Italy; and traditional high-quality French fabrics. Since 1938, Liste Rouge has been hiring qualified tailors and teaching them the secrets of traditional craftsmanship perfected over the years, passed down from one generation to the next. Each shirt is tailored according to one's personal measurements and requirements. The pattern is kept on file for future orders, ensuring a perfect fit every time.