



Options
Curve Appeal
 Moynat's Arc de Triomphe

Founded in 1849, Parisian trunkmaker Moynat (moynat.com) was facing the end of a 160-year reign before being bought three years ago by Bernard Arnault through his family holding company, Groupe Arnault SAS. "Surprise me," Arnault told Moynat Chief Executive Officer Guillaume Davin and creative director Ramesh Nair. In late 2011, Moynat's distinctive circular boutique opened on Paris's tony Rue Saint-Honore; early adopters included designers Karl Lagerfeld and Rick Owens. The reimaged

Limousine briefcase—above, with a curved bottom originally designed to sit atop rounded car roofs—has proved so popular there is a four-month back order. "Each piece is made from start to finish by a single artisan," Nair says. "There is no assembly line." Although the company ships globally, its wares can be had in person only at its Paris boutique—at least for now. "Groupe Arnault has the know-how to turn this historic brand into a heavyweight," says London-based fashion consultant Marie Moatti. **SHOBA NARAYAN**