

ARTEUM

ARTEUM and SAINT JAMES

announce their partnership to jointly run the France Pavilion's official store at Expo 2025 Osaka

Paris, April 28, 2025 – After winning the contract to develop the France Pavilion's official store at Expo 2025 Osaka, ARTEUM and SAINT JAMES are bringing together their expertise to unveil exclusive collections designed especially for this event, with “un hymne à l'amour” (“a hymn to love”) as the central theme. The store will be a fully-fledged showcase of French craft, where the expected 3 million visitors to the France Pavilion will be able to discover unique creations and take home French souvenirs. From stationery to fashion accessories, each item spotlights living heritage companies and celebrates French ‘Art de Vivre’.



From 13 April to 13 October 2025, the France Pavilion's official store at Expo 2025 Osaka will be jointly run by ARTEUM and SAINT JAMES.

Expo 2025 Osaka, which will have “Designing tomorrow's society, imagining our lives in the future” as its theme, will be held on Yumeshima Island and will welcome approximately 28 million visitors.

The France Pavilion will be France's flagship presence at this global event, showcasing French innovation, and, through its central theme, will be “a hymn to love”. ARTEUM and SAINT JAMES, two iconic French companies, have put together unique collections of the finest crafted French items for visitors. ■

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ARTEUM celebrates French 'Art de Vivre' with an exclusive collection

ARTEUM, as an official store for the France Pavilion at World Expo 2025 Osaka, in partnership with SAINT JAMES, is bringing out a unique collection for the event: "La France est l'Amour" ("France is Love"). This exclusive capsule has been designed by ARTEUM's Design Studio and created with French manufacturers and craftspeople and celebrates the strong ties between France and Japan. It combines the colours of the French tricolour flag with key symbols of French heritage, with the Eiffel Tower, Paris' iconic monument, sitting alongside designs that evoke travel, such as the hot air balloon and the postage stamp, as well as references to French gastronomy, such as the croissant and macaroons. Every visual element in the collection, which includes Breton bowls, key-rings, tote bags, furoshiki wrapping cloths and notebooks, blends elegance, accessibility and cultural identity. It is much more than a simple product line; it is an ode to French culture and the ties that bind us on both sides of the globe.

Beyond this exclusive capsule, ARTEUM is also offering a range of signature products, made in partnership with French brands and carefully chosen to reflect the France Pavilion's values, with emphasis placed on products with the Made in France or Made in Europe labels.

With brands involved including Art et Caractère, Artertre, Atelier TB, Bic, Bruot, Broussaud, Clairefontaine, Filt 1860, Gobi, Le Bol Français, L'Atelier Letterpress, Monnaie de Paris, OMY, Papeti, Tenthoirey, The Line, Warning System, Laulhère and Gien, every product, from stationery and textile accessories to souvenirs and design objects, reflects French heritage.

With "La France est l'Amour" and its special range for Osaka 2025, Arteum is reasserting its standing as a bridge between art, design and heritage, offering visitors a shopping experience that spotlights France in the Land of the Rising Sun! ■

"ARTEUM is very proud to join the France Pavilion at World Expo 2025 Osaka in flying the flag for French creation and craft. It is also an important milestone in our international expansion."

Lorraine Dauchez, Founder and President of ARTEUM.



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SAINT JAMES

SAINT JAMES celebrates the excellence of French craft

In addition to its roles as the official outfitter for the France Pavilion and an associate partner, SAINT JAMES will jointly run the official store for this event space alongside ARTEUM. Signature pieces from the Normandy brand will be available among the range of fully French-made items for sale in-store, providing a platform to showcase the premium knitwear that it has been producing in France for more than 130 years.

In addition to its striped Breton shirts featuring designs drawing inspiration from French heritage (ELYSEE, THE EIFFEL TOWER AND MONT SAINT-MICHEL), SAINT JAMES is also bringing out an exclusive capsule collection designed by José Lévy, the Creative Director of the France Pavilion at World Expo 2025. He has created imagery that ties in with the France Pavilion's theme ("A Hymn to Love") by combining the French and Japanese flags. This capsule includes jumpers, polo shirts, caps, a bag and a multi-functional neck towel – a quintessential Japanese accessory that can be used as a handkerchief, bandana or neck shield. It embodies José Lévy's poetic and humanistic outlook, which has been heavily inspired by his relationship with Japanese culture.

In order to echo this "hymn to love", SAINT JAMES has also created three new versions of its striped Breton shirt, with a "big-hearted" design featured on the elbow pad, button placket or chest. Last but not least, the range will also include many SAINT JAMES items and accessories, which will also feature the France Pavilion logo, such as its iconic MINQUIERS striped shirt, which has been re-imagined especially for the Osaka event. ■



"This partnership with the France Pavilion during Expo 2025 is a perfect fit for SAINT JAMES, given our history in Japan, where we have been operating for more than 40 years, with more than 10 stores in Japan's major cities. In Osaka, our items will be ambassadors for French 'Art de Vivre'. We are proud to be part of this adventure and cannot wait to see France shine in Osaka."

Luc Lesénécal, President of SAINT JAMES.

COFREX

"The store is just like the France Pavilion: a hymn to love for French creation, boasting a design that fits harmoniously with the experience and layout of the Pavilion. Well done to Arteum and Saint James for their amazing creativity in showcasing the high quality of Made in France items."

Jacques Maire, Chairman of the COFREX and Commissioner General of the France Pavilion.

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For more than 15 years, ARTEUM has provided its services to museums, cultural institutions and international events by creating brand-specific stores and exclusive collections. With approximately twenty stores in France, the company provides its expertise in creating bespoke store designs, tailored to the specific needs of its partners and customers.

ARTEUM works with major French institutions, such as Opéra de Paris, the Eiffel Tower, the Musée des Arts Décoratifs, the Musée du Quai Branly – Jacques Chirac and the Musée Matisse. By placing emphasis on products with the Made in France label, it guarantees quality, accessibility and artistic consistency. Outside of cultural retail, ARTEUM also provides comprehensive museum operation services (ticketing, museography, digital services, food services, etc.), such as in the Maison Gainsbourg, which has been a real success story since 2023. Its objective is to become the European leader in museum services.

www.artaum.com

SAINT JAMES

For more than 130 years, SAINT JAMES has taken inspiration for its craft from the sea around Normandy, where the company was founded. Whether it's sailor jumpers, peacoats or striped Breton shirts, all of these basics have become staples and have made the French brand known across the world, while holding strong as icons for a timeless and authentic style year after year. Each season, the Normandy brand, which became a Living Heritage Company in 2012, reinterprets its iconic designs but also reinvents itself through many collaborations in order to offer new shapes and fits.

<https://fr.saint-james.com/>

COFREX

Founded in January 2018, COFREX SAS, a publicly-owned company, is the first permanent structure dedicated to the preparation, organization and implementation of France's participation in Universal and International Expositions. Its sustainable approach comes from experiences of previous Expos' participations, in order to provide with an optimal organization at the lowest cost and minimal impact. This organization is based on a partnership between public and private players, focusing on France's image and attractiveness.

<https://www.cofrex.fr/enPress>

Pavillon France de l'Exposition universelle d'Osaka 2025

The Osaka World Expo 2025 (Japan) will be held from April 13th to October 13th, 2025 under the theme «Designing the future, imagining tomorrow's life», with three sub-themes: «Saving lives», «Inspiring lives», «Connecting lives». The event will take place on Yumeshima Island, a 155-hectare artificial island in Osaka Bay, designed by architect Sotuke Fujimoto. All the pavilions will be connected by a «roof ring» measuring 615 m in diameter and 2 km in circumference, and divided into three macro-zones: Green world, Pavillon world and Water world. Over 160 countries will be represented, and 28 million visitors are expected to attend the event. The France Pavilion, whose ambition is to showcase French innovation and know-how, will be located in the «Empowering lives» section, close to the Japan Pavilion and the main entrance of the World Expo.

<https://www.franceosaka2025.fr/en>

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