



SAMUEL SINGER

Architect | Design & Project Leadership

International Luxury Environments

Paris, France | +33 6 74 87 22 84 | samuel@samsinger.fr | French / EU citizen

Design. People. Execution.

Registered Architect DPLG with 30+ years of international experience across architecture, interiors and luxury environments, including twenty years with Louis Vuitton across Asia and EMEA.

I bring together design, people and execution: contributing as an architect, building the right teams and mobilising designers, consultants, contractors, fabricators and craftsmen to give ambitious creative visions their full expression.

EXPERTISE

Design & Architecture	Architecture and interior design, façades, materials and bespoke elements. Design development, prototyping, detailing and architectural judgement from concept through construction.
Creative Collaboration	Working with strong creative visions and leading designers. Extensive collaboration with Peter Marino and Louis Vuitton Architecture; projects with Yabu Pushelberg; early architectural practice with Jean Nouvel.
Teams & Network	Building multidisciplinary teams around each project. International network of architects, executive architects, consultants, contractors, millworkers, craftsmen and specialist fabricators across Europe and Asia.
Execution & Craft	From sketch and material sample to mock-up, technical drawing and site. Deep knowledge of design development, specialist fabrication, procurement and construction while protecting creative intent, quality, budget and programme.

TRACK RECORD

2025-PRESENT	SamSinger Architect - Founder / Senior Advisor Architecture, design development, buildability and project advisory for luxury and high-end projects in Europe and Asia.
2015-2024	Louis Vuitton - Store Planning Director, EMEA Regional Executive Committee member. Around 30 projects/year, EUR 100-150M annual CAPEX and teams of 20-30; architecture, interiors and delivery from feasibility through handover.
2008-2016	Louis Vuitton - Design Director, Architecture - Asia Around 20 projects/year across China, Hong Kong, Korea, Southeast Asia and Oceania: architecture, interiors, façades, materials, mock-ups, technical development and site delivery.
2004-2008	Louis Vuitton - External Consultant, Paris / Hong Kong Project architecture, design development and delivery across Asia, including Canton Road, Hong Kong: EUR 30M and a 1,000 sqm signature façade.
1996-2004	Chambaud Singer & Cie - Co-founder / Managing Partner Co-founded and ran a six-architect practice. Architecture and interiors, client relationships, design development and delivery for Renault, Monoprix, Kronenbourg and other corporate clients.
1993-1997	Ateliers Jean Nouvel - Architect Mediapark Cologne, Nantes Courthouse and Bandai Headquarters in Japan.

SELECTED EVIDENCE

Scale	250+ openings and renovations. Teams of 20-30. Projects from EUR 0.5M to EUR 100M; annual investment programme expanded from around EUR 30M to more than EUR 150M.
Design	Extensive collaboration with Peter Marino and Louis Vuitton Architecture; projects with Yabu Pushelberg ; architectural practice with Jean Nouvel .
Architecture	Place Vendôme Paris · New Bond Street London · Graben Vienna · Plaza 66 Shanghai · Canton Road Hong Kong · Hamad Airport Lounge Doha
Authorship	Architectural author of the Plaza 66 Shanghai façade ; design leadership across interiors, façades, heritage transformations and bespoke architectural elements.

QUALIFICATIONS & MOBILITY

Education	Registered Architect DPLG · École d'architecture de Paris-Villemin · French Order of Architects S25711
Languages	French: native · English: fluent
Mobility	Based in Paris · Available for international travel and relocation
Tools	Adobe Creative Suite · AutoCAD · MS Project · Microsoft Office & PowerPoint

selected Achievements Online press / digital publications (among 250+ stores opened) @ Louis Vuitton

Project name/ location **Louis Vuitton, Graben, Vienna, Austria, March 2023**
 Role Head of store planning, project management, design consult.
 Budget € 60M
 Interior designer Peter Marino architect
 Local architect Mathias Hinselman, Arch pro / G4, Ernest Borona
 Web references <https://www.falstaff.com/en/news/is-this-the-most-exclusive-store-opening-in-vienna-this-year>



Project name/ location **Louis Vuitton, Lille, France, April 2022**
 Role Head of store planning, project management, design consult.
 Budget € 10M
 Interior designer Louis Vuitton architecture department – Nathalie Fremon
 Local architect Octopus / ESA Leonardo Gori
 Web references <https://serielimitee.lesechos.fr/mode/news/louis-vuitton-ecrin-lillois-1774614>



Project name/ location **Louis Vuitton, New Bond Street, London, Oct 2019**
 Role Head of store planning, project management, design consult,
 Budget € 100M
 Interior designer Peter Marino architect
 Local architect Ink London Luke Carrington / ESA Leonardo Gori
 Web references <https://www.wallpaper.com/fashion/louis-vuitton-new-bond-street-store-opening>



Project name/ location **Louis Vuitton, Bahnhofstrasse, Zurich, Sept, 2017**
 Role Head of store planning, project management, design. Consult.
 Budget € 6M
 Interior designer Louis Vuitton architecture department
 Local architect Mathias Hinselman, Arch pro
 Web references <https://bellevue.nzz.ch/mode-beauty/historische-trouvaille-bei-louis-vuitton-zuerich-zeitreise-am-paradeplatz-ld.1318871>



Project name/ location **Louis Vuitton Place Vendôme, Paris Octobre 2017**
 Role Head of store planning, project management, design consult.
 Budget € 80M
 Interior designer Peter Marino architect
 Local architect Barthélémy Griño architectes
 Web references <https://www.wallpaper.com/fashion/louis-vuitton-peter-marino-designed-maison-paris>



Project name/ location **Louis Vuitton Doha Vendôme, Qatar, June 2022**
 Role Head of store planning, project management, design consult.
 Budget € 20M
 Interior designer Louis Vuitton architecture department
 Local architect ESA
 Web references <https://www.dunesmagazine.com/post/louis-vuitton-place-vendôme-qatar>



Project name/ location **Louis Vuitton Hamad airport lounge, Qatar, Mai 2023**
 Role Head of store planning, project management, design consult.
 Budget € 10M
 Interior designer Louis Vuitton architecture department
 Local architect ESA
 Web references <https://www.journalduluxe.fr/fr/lifestyle/louis-vuitton-lounge-aeroport-doha>



Project name/ location **Louis Vuitton Plaza 66 Shanghai China, July 2012**
 Role Head of design store design, Façade design, interior follow up
 Budget € 40M
 Interior designer Louis Vuitton architecture department
 Local architect 863 architects
 Web references <https://www.manifesto.asia/post/687/Opening-Louis-Vuitton-Plaza-66-Maison-Shanghai>

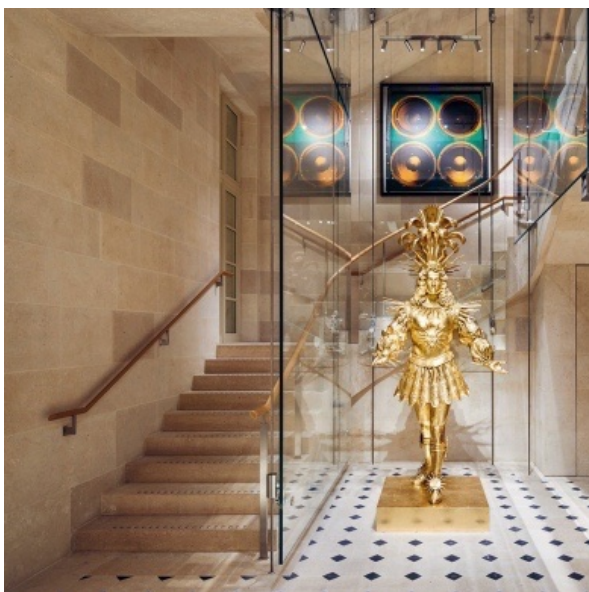


Louis Vuitton, Place Vendôme, Paris — 2 Place Vendôme

Client-Side Project Leadership / AMO

I led the **client-side project management** for the complete restructuring of a building located within the **listed urban ensemble of Place Vendôme**, designed from 1699 by Jules Hardouin-Mansart. The project was delivered in a **major heritage context**, combining heavy transformation, ongoing operations, and exceptional events, with **interior design by Peter Marino**.

- Client-side leadership on a listed site
- Heavy restructuring of an existing building
- Creation of two underground levels (underpinning works)
- Structural works, floors, and roof replacement
- Coordination of interior fit-out (design: Peter Marino)
- Reorganisation of vertical circulation
- Refurbishment of the inner courtyard
- Management of a complex occupied-site construction
- Shutdown and restart of works for the Louis Vuitton 2016 runway show
- Cost / schedule / technical risk control



Project name/ location

Louis Vuitton Place Vendôme, Paris Octobre 2017

Role

Head of store planning, project management, design consulting

Budget

€ 80M

Interior designer

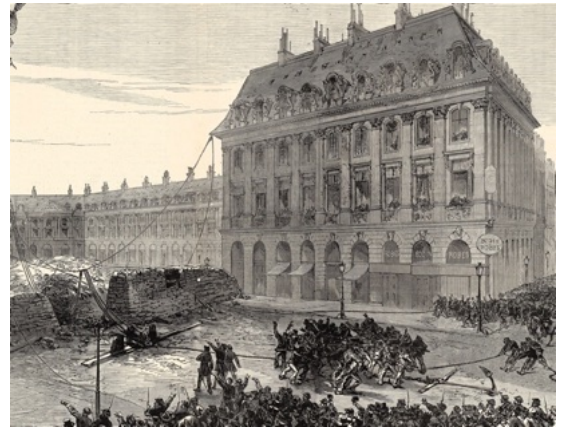
Peter Marino architect

Local architect

Barthélémy Griño architectes

Web references

<https://www.wallpaper.com/fashion/louis-vuitton-peter-marino-designed-maison-paris>



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Louis Vuitton, Champs-Élysées, Paris - 2018-2024

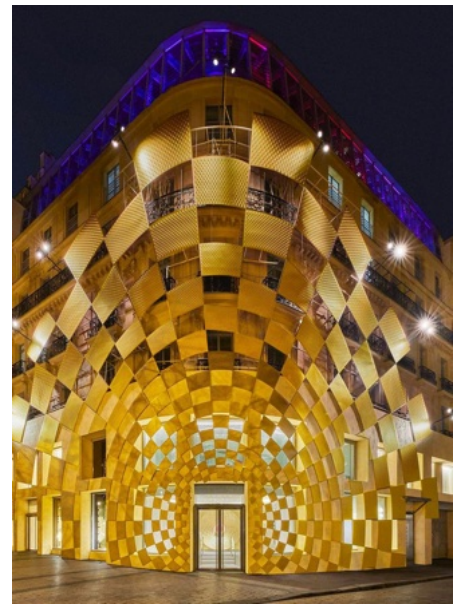
Client-Side Project Leadership / AMO

I led the **client-side development of three linked projects**: the reconstruction of 101, a temporary store at 100 to maintain operations, and **mixed-use programming at 103**. In February 2022, **101 was discontinued in favour of 103**; **100 was nevertheless completed and opened**. I worked on 103 until my departure in 2024.

- Client-side programme definition and design coordination
- 101: c. 10,000 sqm; reconstruction retaining protected façades and rotunda
- Planning secured; tender completed and contractor selected
- 100: c. 3,000 sqm temporary store project, including 1,000 sqm retail
- 103: c. 25,000 sqm; former Dior project reprogrammed for mixed use
- Indicative: 5,000 sqm retail / 5,000 sqm back-of-house / 2,500 sqm hotel
- Rooftop restaurants, museum/exhibitions, spa and services



Three addresses. Base imagery: Google Maps.



100 - Temporary store delivered
Later transferred to Tiffany & Co.

101 - Maison de France (archive)

103 - Élysée Palace Hôtel (archive)



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Project name/ location	Louis Vuitton, 100 / 101 / 103 Champs-Élysées, Paris
Role	101: 2018-2022 / 100: 2021-2022 / 103: 2022-2024 Client-Side Project Leadership / AMO
Budget	101: c. €150M / 103: €600M-€1BN (indicative)
Interior designer	Peter Marino architect
Local architect	SRA architects 101, Barthelemy Grino architects 103
Web references	https://serielimitee.lesechos.fr/mode/news/que-cache-la-malle-geante-louis-vuitton-sur-les-champs-elysees-1977193



103 - Louis Vuitton trunk installation
Temporary construction enclosure



103 - Structural works

101 - Proposed main façade, 2021 (not built)

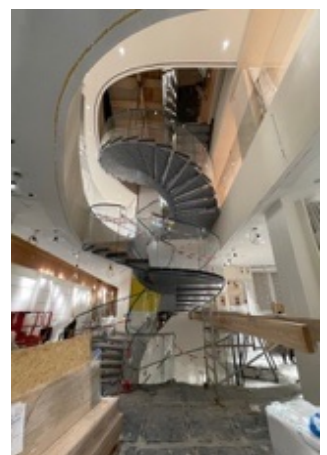
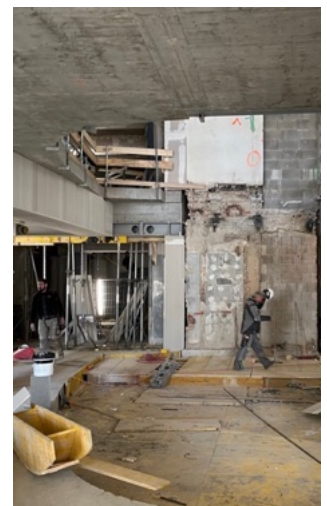
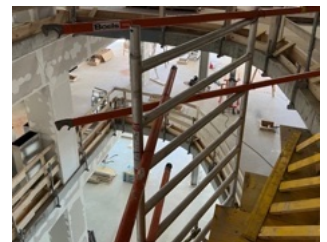


Louis Vuitton, Graben, Vienna, Austria — March 2023

Client-Side Project Leadership / AMO

I led the **client-side project management** for a listed **19th-century neo-Baroque building**, located on Vienna's historic Graben axis. The project was delivered in a **highly constrained heritage and regulatory context**, at the interface between architectural legacy and contemporary luxury retail.

- Client-side leadership on a listed heritage building (19th century)
- Management of strong heritage and regulatory constraints
- Restoration of the historic façade • Integration of Louis Vuitton signage
- Coordination of studies, permits, and contractors
- Major structural interventions
- Creation of a monumental central void
- Mirror-polished stainless steel staircase
- Cost / schedule / technical risk control



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Project name/ location

Role

Budget

Interior designer

Local architect

Web references

Louis Vuitton, Graben, Vienna, Austria, March 2023

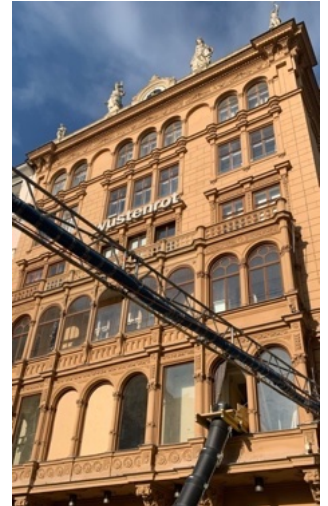
Head of store planning, project management, design consulting

€ 60M

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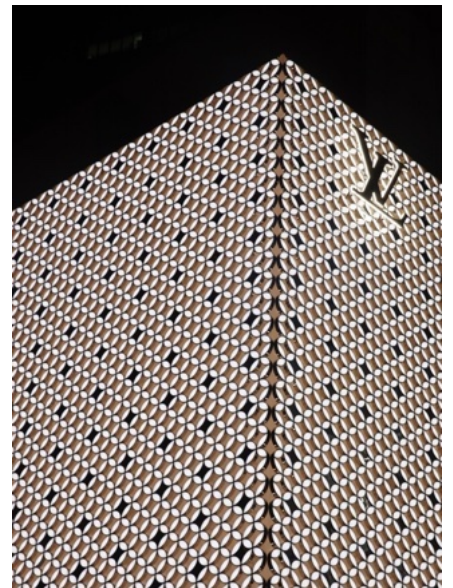
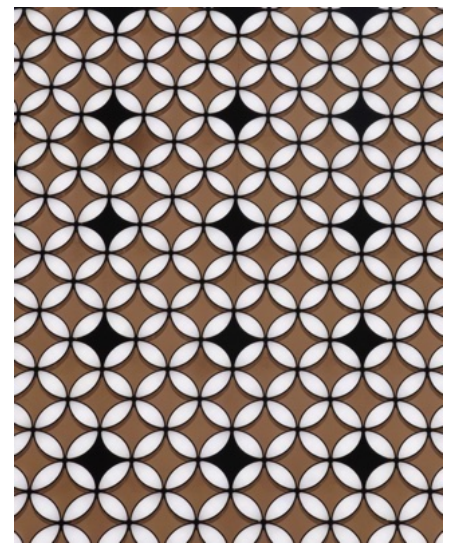
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Louis Vuitton, Plaza 66, Shanghai, China — 2012

Architectural Design Author / Façade Design – Project Leadership

A landmark project delivered in central Shanghai, with major **economic, political, and urban impact**. I was the **author of the façade design**, conceived as a **monumental architectural gesture** in an ultra-dense and strategic urban context.

- Architectural author of the façade design
- First façade of this kind for Louis Vuitton
- Strong urban and institutional architectural statement
- Extensive design development (technical studies, full-scale mock-ups)
- Detailed development of construction details
- Coordination with international engineers and contractors
- On-site supervision during the final six months of construction in Shanghai
- Control of architectural compliance and execution quality
- Delivery under high quality and schedule constraints
- Store opening marked by a major Louis Vuitton runway show



Project name/ location

Role

Budget

Interior designer

Local architect

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Louis Vuitton Plaza 66 Shanghai China, July 2012

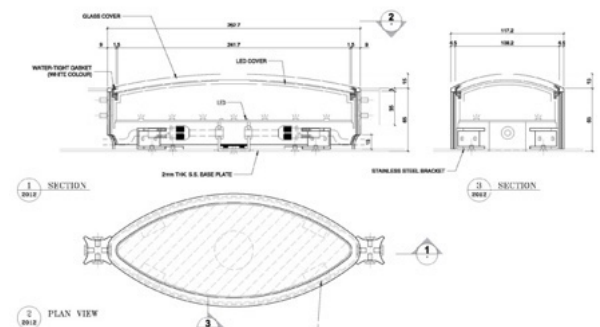
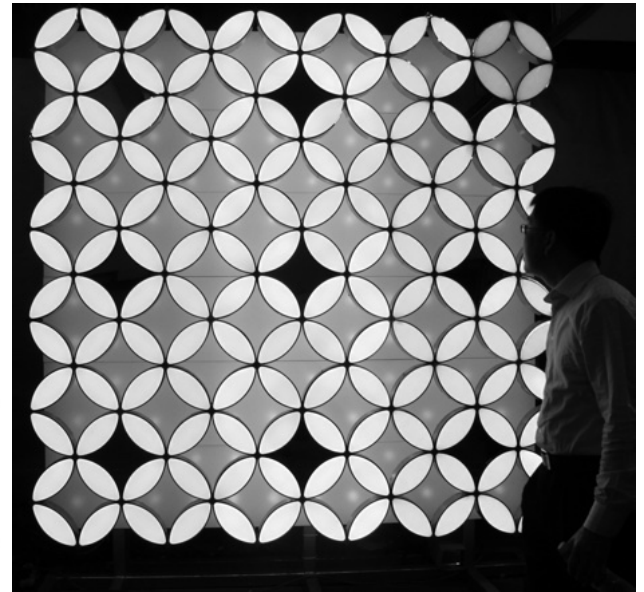
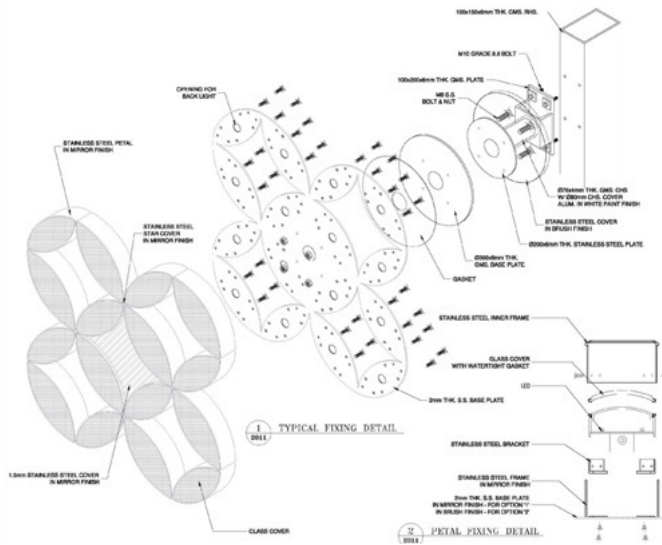
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Louis Vuitton architecture department

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Louis Vuitton, Hamad International Airport, Doha - 2022-2023

Client-Side Project Leadership / AMO

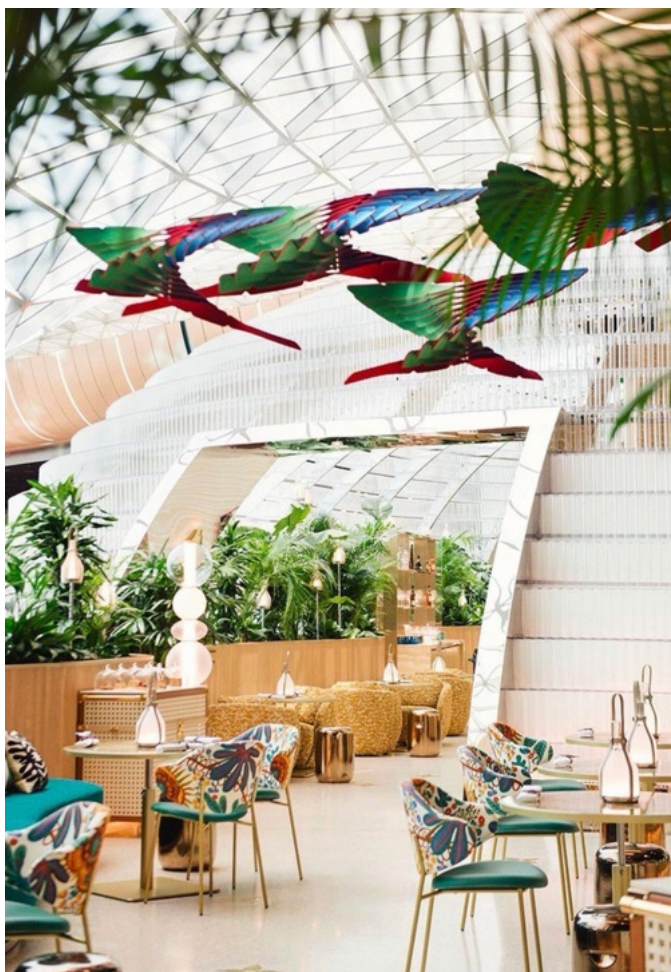
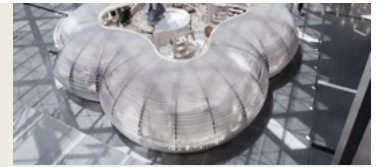
I led the **client-side project management** of an accelerated airport programme delivered around the **2022 FIFA World Cup** in the highly controlled airside environment of Hamad International Airport. The programme combined a 300 sqm retail pavilion with the later Louis Vuitton Lounge developed with Qatar Airways.

- **Selection and validation of strategic airport locations**
- **Delivery within a secure airside and customs-controlled zone**
- **Coordination with airport authorities, security and operations**
- **Fire-rated materials, certifications and airport standards compliance**
- **Management of mock-ups, approvals and the international supply chain**
- **Construction and handover within an exceptionally compressed programme**
- **Continuity of airport operations and passenger flows**
- **Cost / schedule / technical risk control**



Project name/ location
Role
Budget
Interior designer
Local architect
Web references

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Head of store planning, project management, design consult.
€ 10M
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ESA
<https://www.journalduluxe.fr/fr/lifestyle/louis-vuitton-lounge-aeroport-doha>

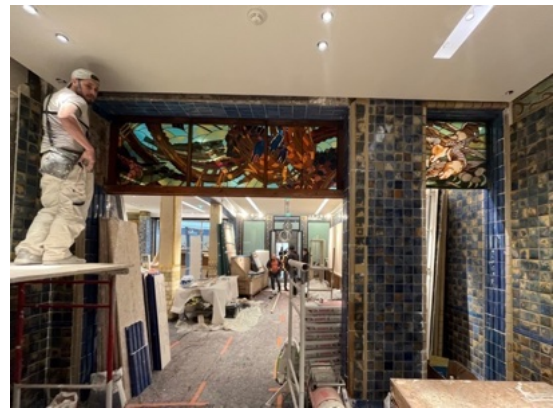


L'Huitrière, Lille — Vieux-Lille, France

Client-Side Project Leadership / AMO

I led the **client-side project management** for the restoration of a **listed Art Deco landmark** in the historic centre of Lille. The project focused on **heritage conservation and interior requalification**, in close collaboration with local craftspeople and traditional know-how.

- Client-side leadership on a listed historic monument
- Full restoration of the Art Deco façade • Requalification of interior spaces
- Coordination of specialised local heritage craftsmen
- Restoration of original ceramic tiles • Refurbishment of flooring finishes
- Restoration of wood panelling and interior décor
- Consistency between exterior and interior design
- Cost / schedule / technical risk control



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Project name/ location

Louis Vuitton, Lille, France, April 2022

Role

Head of store planning, project management, design consulting

Budget

€ 10M

Interior designer

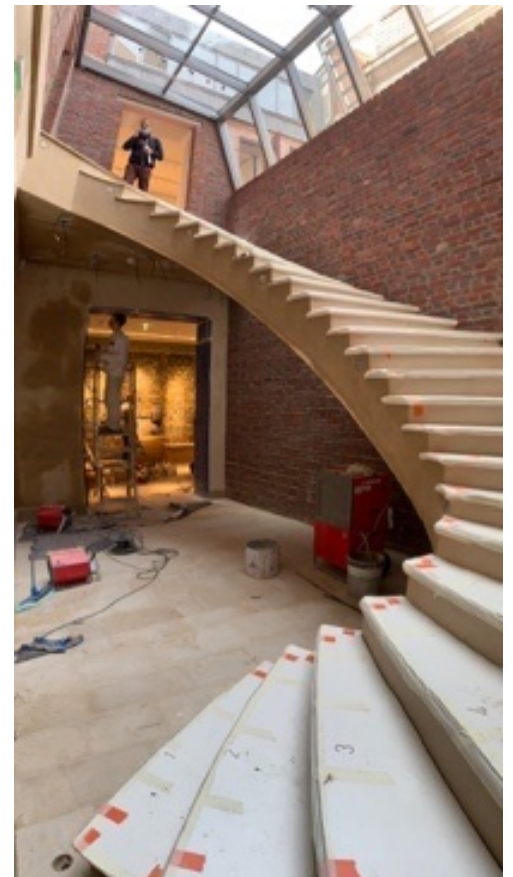
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Local architect

Octopus / ESA Leonardo Gori

Web references

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Louis Vuitton, Zurich — Leuenhof & Peterhof, Bahnhofstrasse

Client-Side Project Leadership / AMO – Design & Conception

I led the **client-side project management** for the interior renovation of the historic **Leuenhof and Peterhof buildings (1913–1916)** on Zurich's Bahnhofstrasse. The project placed **architectural conception and interior design** at its core, revealing original structures and volumes while adapting the space to contemporary retail use.

- **Client-side leadership with a strong design focus**
- **Management of design and architectural development phases**
- **Enhancement of the original concrete structure**
- **Preservation of original volumes and proportions**
- **Restoration and integration of a historic artwork**
- **Design and coordination of bespoke joinery and furniture**
- **Dialogue between heritage and contemporary design**
- **Close interface between design, engineering, and construction**
- **Cost / schedule / technical risk control**



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Project name/ location

Louis Vuitton, Bahnhofstrasse, Zurich, September 2017

Role

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Budget

€ 6M

Interior designer

Louis Vuitton architecture department

Local architect

Mathias Hinselman, Arch pro

Web references

<https://bellevue.nzz.ch/mode-beauty/historische-trouvaille-bei-louis-vuitton-zuerich-zeitreise-am-paradeplatz-ld.1318871>



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