

SAMUEL SINGER

Architecture & Project Development Director

Retail Development | EMEA & Asia

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Design. People. Execution.

Registered architect (DPLG) with 30+ years of international experience, including twenty years working with Louis Vuitton across Asia and EMEA. Former member of the EMEA Regional Executive Committee.

I combine architectural judgement, team leadership and project delivery with a deep understanding of brand standards. My experience spans feasibility, design development, procurement and construction, coordinating headquarters, regional teams, landlords and delivery partners.

EXPERTISE

Leadership & Coordination	Building and leading multidisciplinary teams. Coordinating internal stakeholders, designers, consultants and contractors across international projects.
Programmes & CAPEX	Managing regional investment programmes and multiple concurrent projects. Aligning project priorities, budgets, schedules and resources with business and operational requirements.
Development & Delivery	Feasibility, design development, procurement and construction through to handover. Delivering complex flagships, heritage transformations, airport retail and hospitality projects.
Design & Architecture	Architectural judgement, interiors, façades and bespoke elements. Extensive collaboration with Peter Marino and Louis Vuitton Architecture projects with Yabu Pushelberg.

TRACK RECORD

2025–PRESENT	**SamSinger Architect — Founder / Senior Advisor** Architecture, design development, buildability reviews and project advisory services for luxury and high-end projects in Europe and Asia.
2015–2024	**Louis Vuitton — Store Planning Director, EMEA** Regional Executive Committee member. Led around 30 projects annually, with EUR 100-150M in annual CAPEX, from feasibility through to handover. Grew the team from 12 to around 30 as the annual investment programme increased from EUR 30M to over EUR 150M. Led internal and external teams across architecture, interiors and project delivery.
2008–2016	**Louis Vuitton — Design Director, Architecture — Asia** Led a design team of around 20, overseeing approximately 20 projects annually across China, Hong Kong, Korea, Southeast Asia and Oceania, from design through to 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 managed a six-architect practice. Led client relationships, architectural and interior design, and project delivery for Renault, Monoprix, Kronenbourg and other clients.
1993–1997	**Ateliers Jean Nouvel — Architect** Mediapark Cologne, Nantes Courthouse and Bandai Headquarters in Japan.

CHAMPS-ÉLYSÉES PROGRAMME 2018–2024

Client-side Development	Three linked assets in Paris, from flagship transformation to a mixed-use destination.
101	Art Deco flagship transformation, c. 10,000 sqm and c. EUR 150M. Planning permission secured, tenders completed and contractor selected before the strategy shifted to 103 in 2022.
100	Temporary store, c. 3,000 sqm including 1,000 sqm of retail. Completed and opened in 2022.
103	Project development, 2022–2024: c. 25,000 sqm mixed-use destination with retail, hotel, culture, restaurants and spa, within an existing building undergoing major structural works.

SELECTED ACHIEVEMENTS

Scale	250+ store openings and renovations. Teams of 20-30. Annual EMEA investment programmes of EUR 100-150M.
Architecture	Place Vendôme, Paris; New Bond Street, London; Plaza 66, Shanghai; Canton Road, Hong Kong; SKP, Beijing; Graben, Vienna; Hamad International Airport retail and lounge, Doha.

QUALIFICATIONS & MOBILITY

Education Architect DPLG · École d'architecture de Paris-Villemin · French Order of Architects S25711

Languages French: native · English: fluent

Mobility Based in Paris | Extensive international experience across EMEA and Asia

Tools Adobe Creative Suite · AutoCAD · MS Project · Microsoft Office

selected Achievements @ Louis Vuitton

Online press / digital publications (among 250+ stores opened)

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 Léonardo 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 Léonardo 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



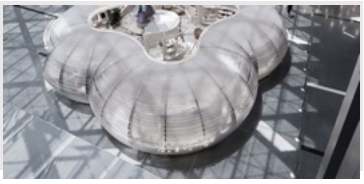
Project name/ location	**Louis Vuitton Place Vendôme, Paris** Octobre 2017
Role	Head of store planning, project management, design consult.
Budget	€ 80M
Interior designer	Peter Marino architect
Local architect	Barthélémy Griño architectes
Web references	https://www.wallpaper.com/fashion/louis-vuitton-peter-marino-designed-maison-paris



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
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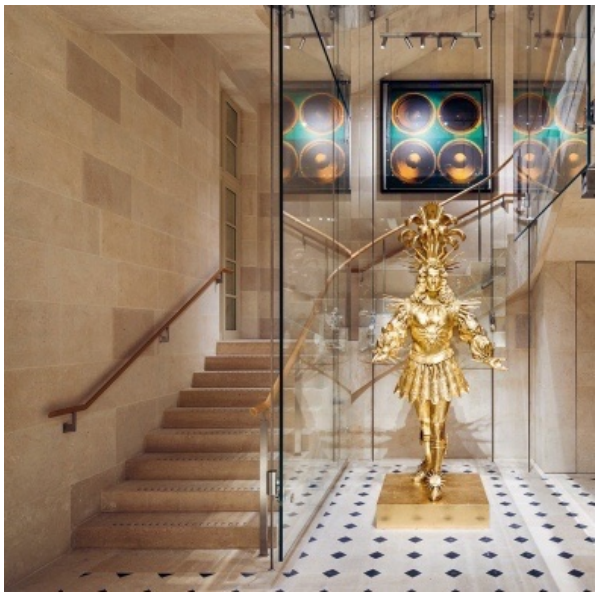
Louis Vuitton, Place Vendôme, Paris — 2 Place Vendôme
Client-Side Project Leadership / AMO

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**







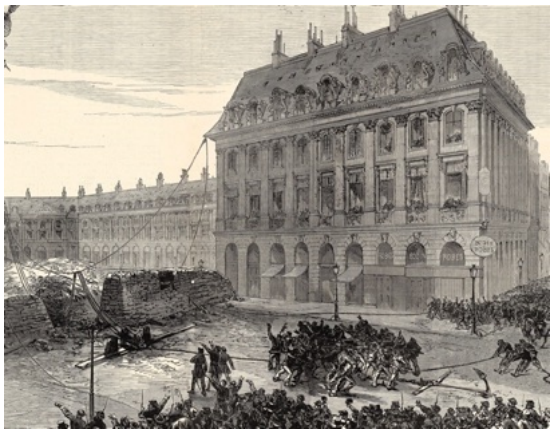


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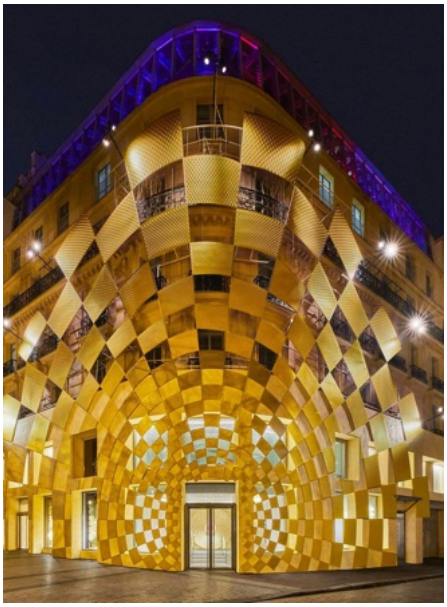
Louis Vuitton, Champs-Élysées, Paris - 2018-2024
Client-Side Project Leadership / AMO

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**
	101: 2018-2022 / 100: 2021-2022 / 103: 2022-2024
Role	*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)



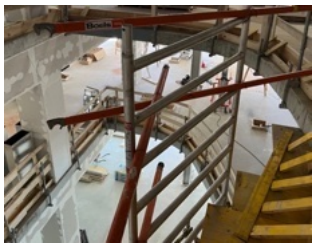
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Louis Vuitton, Graben, Vienna, Austria — March 2023
Client-Side Project Leadership / AMO

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.

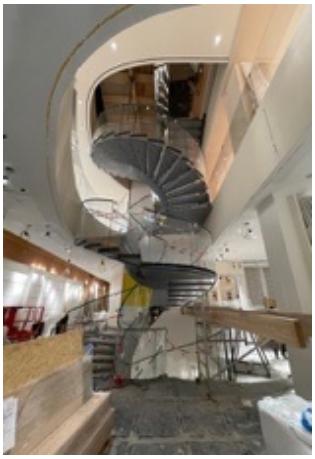
- **Client-side leadership on a listed heritage building (19th century)**
- **Management of strong heritage and regulatory constraints**
- **Restoration of the historic façade • Integration of Louis Vuitton signage**
- **Coordination of studies, permits, and contractors**
- **Major structural interventions**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











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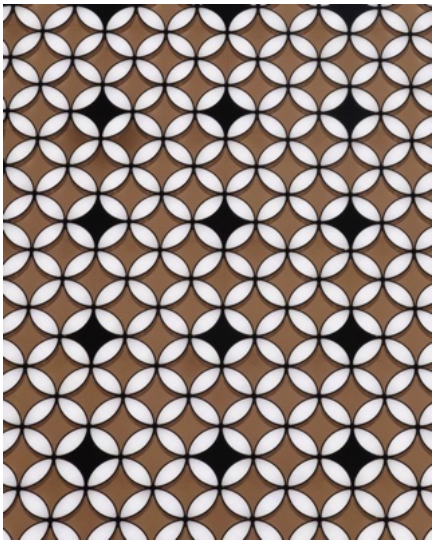
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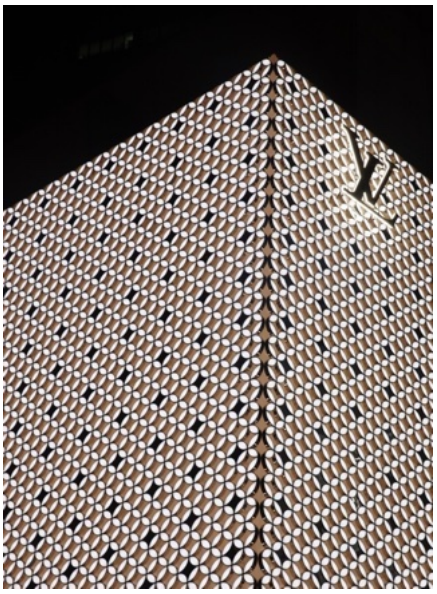
Louis Vuitton, Plaza 66, Shanghai, China — 2012
Architectural Design Author / Façade Design – Project Leadership

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**



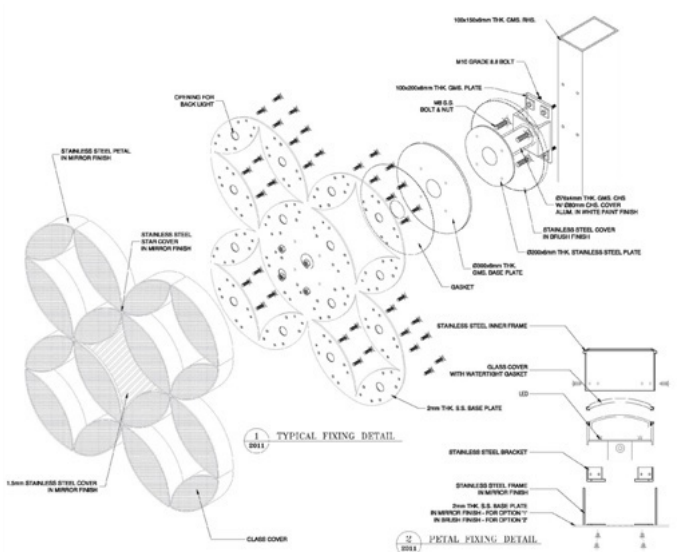


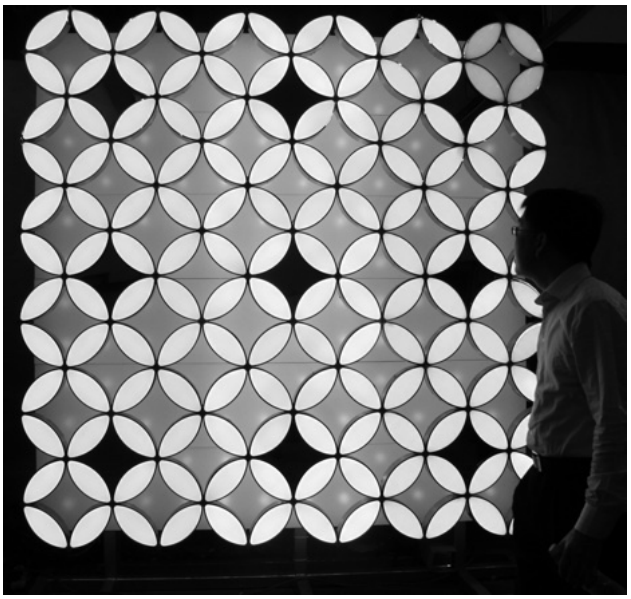


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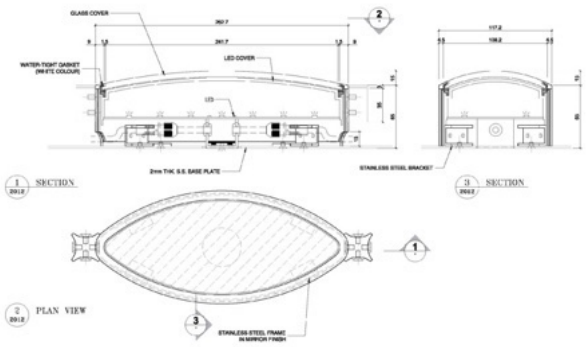
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Louis Vuitton, Hamad International Airport, Doha - 2022-2023
Client-Side Project Leadership / AMO

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**





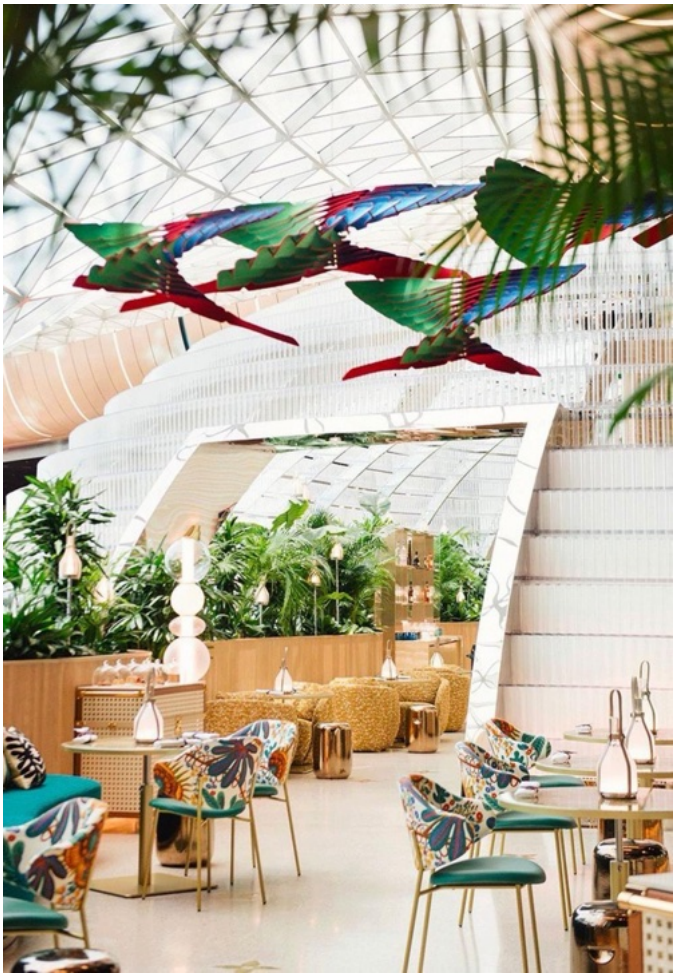


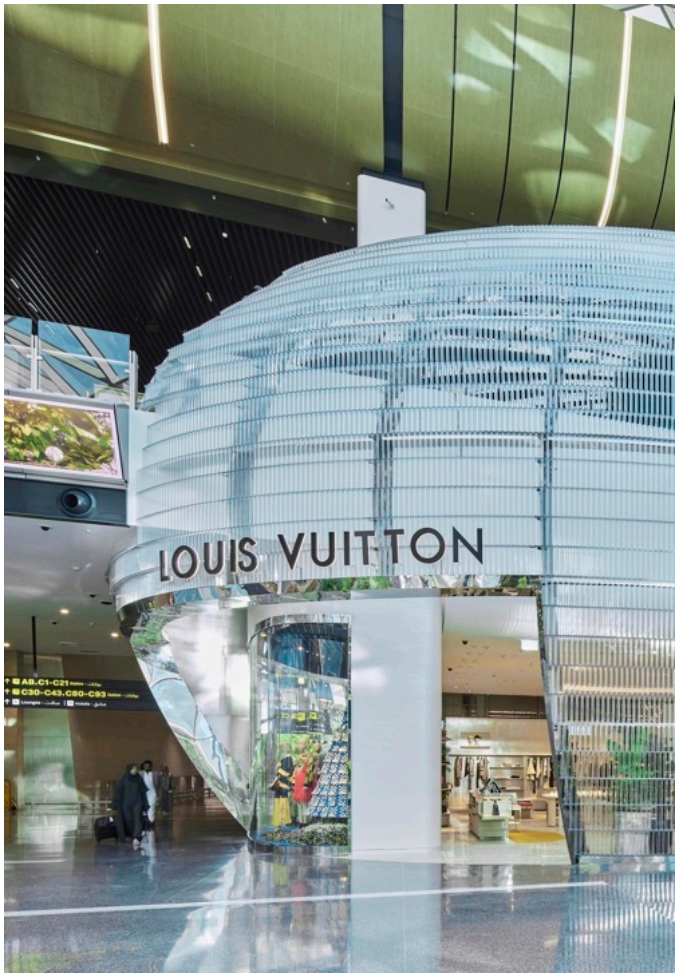
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L'Huitrière, Lille — Vieux-Lille, France
Client-Side Project Leadership / AMO

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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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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