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Three Parisian Neighborhoods on the Rise

From once-gritty SoPi, home to the Moulin Rouge, to trendy Bastille—these areas have become attractive to wealthier buyers

Strong demand from affluent home buyers in Paris is expanding the map of in-demand neighborhoods.

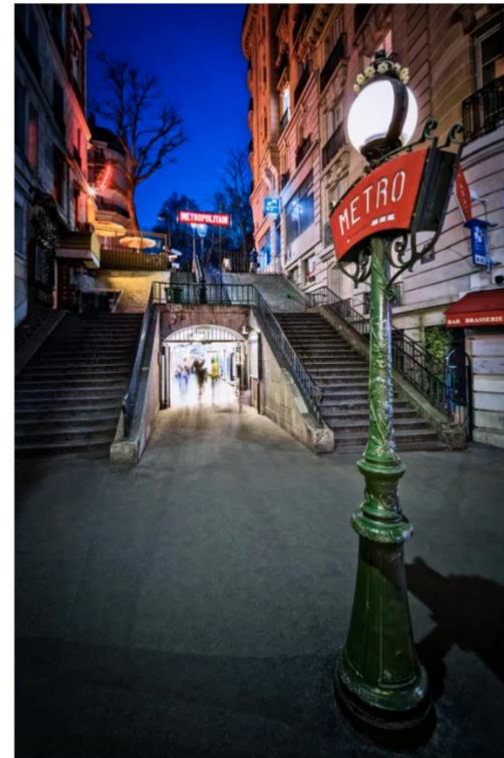
Luxury property hunters in Paris are typically drawn to the capital's classic neighborhoods on the Left Bank of the Seine, such as Saint-Germain-des-Prés, or the 1st arrondissement, home of the Louvre Museum. Both areas offer a slice of fairytale Paris as well as eye-watering prices. Increasingly though, the spotlight is on trendy neighborhoods close to Le Marais—a once faded, now bonafide chic spot with mansion houses, rocketing property prices and tourist-packed streets.



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South Pigalle, the Canal St. Martin and Bastille have bustling property markets thanks to entrepreneurial creative talent and a good stock of classic Parisian homes.





South Pigalle, 9th Arrondissement

South Pigalle, set between Montmartre and Opera, has gone from gritty to hipster paradise, and its star keeps on rising, with some calling it the new Marais. Its nickname, SoPi, mimics the New York trend for using portmanteaus to create neighborhood names (SoHo, NoHo, etcetera.).

London's members club Soho House gave approval when they chose SoPi's Rue la Bruyère as the address of their first Parisian outpost. Another new arrival is Blanche, a super-chic members-only gym by Klay in a historic building. Meanwhile, Rue des Martyrs, considered SoPi's heart and soul, is a famed foodie hot spot.

SoPi offers high cuisine, nightclubs, coffee and niche food shops, bakeries, fashion boutiques and hidden art galleries, with a cool French flair. This combination "has made this neighborhood, in less than a decade, one of the most sought after in the capital in terms of buying. Properties are rare to buy and are sold the moment they are [put on the market]," Helly said.



Pigalle, a former red-light district and home of the famed Moulin Rouge cabaret, perches on the sloped streets rising up to Montmartre Hill, on which the Sacré-Cœur Basilica stands. It still has a naughty side, but things look less gritty these days and there's a spreading upmarket vibe.

“In terms of overseas property buyers, SoPi is quite French. Foreigners are only just starting to ‘get it,’” said Susie Hollands, CEO of Vingt Paris.

“Prices are still reasonable and are holding up, especially for properties with few flaws. We have just recently sold an apartment with decor by French architect Maxime d’Angeac to a young American owning a fashion company known in New York and Europe. It was next to Place St. Georges and a few tens of meters from Rue Pigalle but quieter,” said Sylvia Besse of Patrice Besse.

Pigalle was developed in the 19th century with Haussmann buildings, a typical Parisian style in pale stone that is iconic of the city, and many neoclassical facades. It has mainly apartments, but there are some attractive gated houses, according to agents. “The most requested streets in SoPi are Rue des Martyrs and the neighboring Trudaine Avenue. Expect to pay around €16,000 (US\$17,530) per square meter here or more,” said Guillaume Laporte, director at Junot, who was born in the district and has worked there for many years.



While it might be famed for its nightlife, it is a popular spot among families and young couples with good earnings who love it for its village-like atmosphere by day. It is known for its good schools, tight-knit community, easy social gatherings and traditional shops and groceries, according to Helly. It also has two public garden parks, Square Alex-Biscarre and Square d'Estienne-d'Orves.



Canal Saint Martin, 10th Arrondissement

The Canal Saint Martin is a charm-filled, 200-year-old canal running through several Parisian arrondissements. It features elegant iron footbridges, locks, and grand old trees leaning over its water. The most popular part, with a buzzing real estate market, is the 10th arrondissement, which is full of cool places to eat, drink, and shop and has plenty of canal-side public green spaces.

Over the last few years, city planners have turned the almost three-mile long canal into a pedestrianized area, with more cycle paths for bicycles and more places to rest along its banks where boats pass through the locks. It has resulted in more people



exploring this once uncharted territory, according to agents.

This former working-class area in the 10th has brick and stone buildings, a village-like charm, and young, creative locals. It is among one of the few in the French capital to offer more modern architecture and even new construction housing developments. "This area is one of the hippest, if not the hippest, neighborhoods in Paris; it's loved by yoga fans, trendy vegetarians and buyers of handcrafted vintage furniture and eco fashion," Helly said.



The most popular streets are located at the bottom of the canal or in the middle, as the Marais is not very far on foot. Quai de Jemmapes and the Quay de Valmy in the 10th arrondissement line the canal and offer apartments with unobstructed and typically Parisian views of the canal. The trendiest places to eat or have a drink are Chez Prune, a compact neighborhood bistro beside the canal, and La Marine, an authentic bustling bistro.

Home to a notable foodie scene, there are hot culinary spots galore. Try Le Verre Volé and Les Enfants Perdus for excellent traditional French cuisine, Grand Bao for Taiwanese bao buns, and Shiseng, which has Indonesian-fusion fare. There's sharp Israeli cuisine at Shouk and highly crafted vegan street food



at Station D, according to Helly.



Bastille, 11th Arrondissement

The quartier of Bastille is named after its eponymous square, famous for being the site of the Bastille Prison, which was destroyed in the French Revolution, and the July Column that's topped with the gilded Spirit of Freedom statue. Wide boulevards radiate out of the square like the Arc de Triomphe.

This upwardly mobile district has boutique designer shops, hipster restaurants, the Victor Hugo house museum—the writer's apartment where he imagined and wrote some of his most famous works—and Rue Crémieux, the city's most colorful street, which has been catnip for photo-happy social media fans much to the annoyance of its residents. It borders the chic Le Marais district but has lower prices.

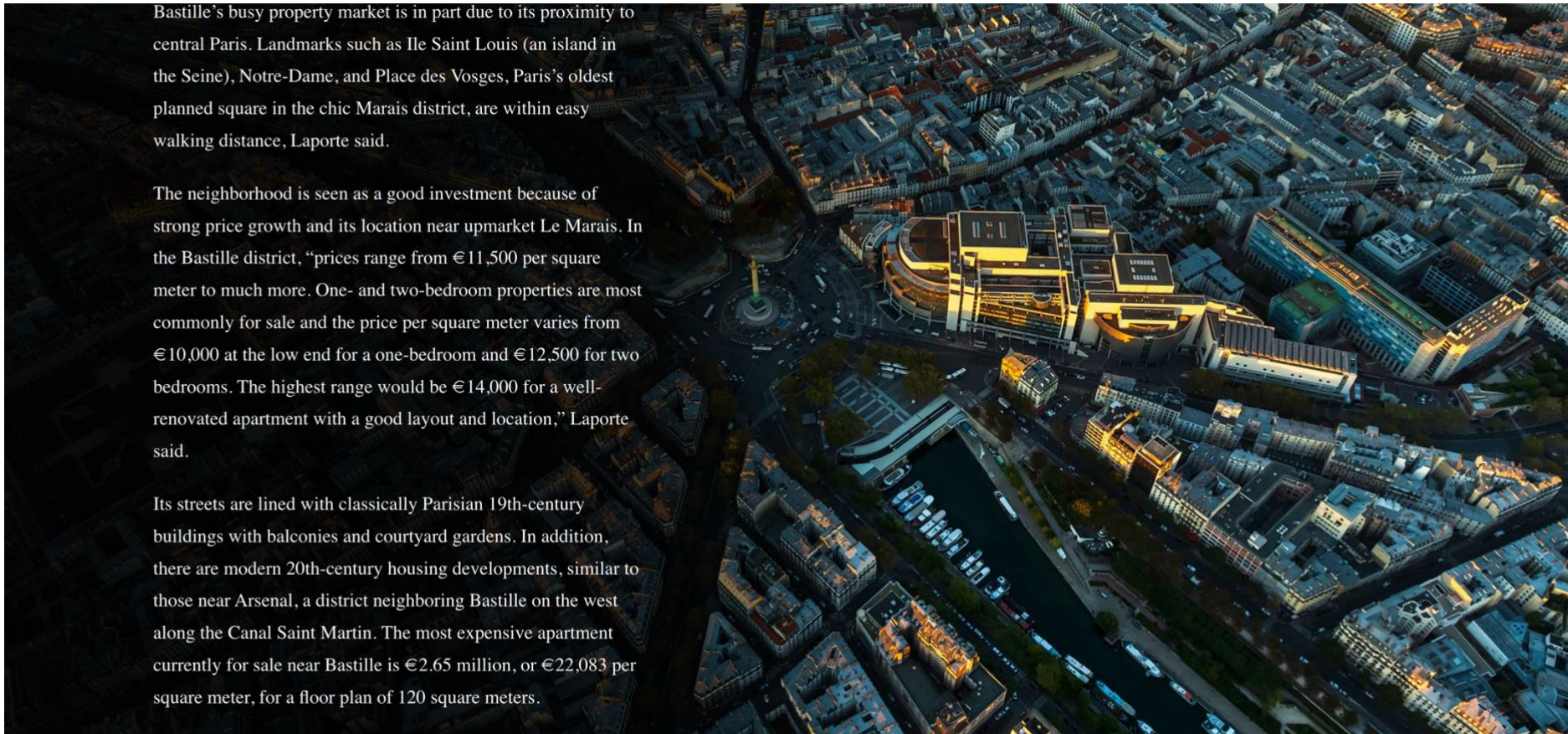
Bastille's busy property market is in part due to its proximity to central Paris. Landmarks such as Ile Saint Louis (an island in the Seine), Notre-Dame, and Place des Vosges, Paris's oldest planned square in the chic Marais district, are within easy walking distance, Laporte said.



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The neighborhood is seen as a good investment because of strong price growth and its location near upmarket Le Marais. In the Bastille district, "prices range from €11,500 per square meter to much more. One- and two-bedroom properties are most commonly for sale and the price per square meter varies from €10,000 at the low end for a one-bedroom and €12,500 for two bedrooms. The highest range would be €14,000 for a well-renovated apartment with a good layout and location," Laporte said.

Its streets are lined with classically Parisian 19th-century buildings with balconies and courtyard gardens. In addition, there are modern 20th-century housing developments, similar to those near Arsenal, a district neighboring Bastille on the west along the Canal Saint Martin. The most expensive apartment currently for sale near Bastille is €2.65 million, or €22,083 per square meter, for a floor plan of 120 square meters.



Between Bastille and Faidherbe Chaligny Metro station in the 11th arrondissement, “there are many old workshops and lofts in old factories that are still offered at affordable prices. The best homes in the Bastille area are on quieter streets or courtyards. [The former home of fashion designer Kenzo](#) is located here and on sale for more than €11 million, but it is a complete one-off,” Besse said.



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