



Beginner BoBo-hunters may wish to start in Montmartre, Paris. AURELIE RESCH



Parisian streets teem with culinary delights. AURELIE RESCH



Believe it or not, this statue of a Marcel Aymé character is inviting kisses below. AURELIE RESCH

# Scènes de la vie de bohème: BoBo hunting in Paris

**French hipsters?** Known for their good taste, hitting up BOurgeois BOhemian haunts might make your trip more fun

**AURELIE RESCH**  
Life@metronews.ca

Want to try something different while in Paris? Try to look out for BoBos.

BOurgeois BOhemians are people you might tag as shabby chic urban upper class. They prefer to live in a lively neighbourhood with tiny stores that will fill their appetite for expensive organic food, handmade clothes and artifacts and for a "selective social life."

They have strong opinions they won't fight for. They will not market their fortune but they will be on top of the latest gadget innovations. They are handsome, educated and they have good taste. They are a curiosity by themselves.

How do you identify a BoBo? "You ask someone if he/she is one. If they answer they're not, then you've just met one," Alexander, my city guide told me.

Where do you find them? Where it is pleasant — but expensive — to live. I stopped asking questions when we started walking in the streets of Montmartre, a well known bastion in Paris for BoBos.

Along Rue des Abbesses, small shops tempt the visitor with unique clothing and art, while culinary and fresh food

stores distill delicious smells.

Lacing up to the church Sacré Coeur, charming paved streets host famous restaurants such as le Moulin de la Galette — painted by Jean Renoir, notorious theatres such as Ciné 13, which produces creative and unique shows, and lovely plazas which pay tribute to celebrities.

Behind the plaza dedicated to famous French singer Dalida, who lived and died in Montmartre, BoBos will diligently play the pétanque, a game played with metallic balls very popular in southern France.

A bit further, a statue representing a man walking through a wall pays tribute to the hero of Marcel Aymé's short story le Passe Muraille and invites lovers to kiss on the bench.

My next stop for BoBo hunting will be the neighbourhood le Marais — the third arrondissement, or neighbourhood.

Le Marais is famous for its art galleries, trendy restaurants and BoBo population. Wealth is more prominent in this enclave than in Montmartre. Avid art lovers, BoBos adore le Marais with its elegant façades and its 18th century hotels. Here, luxury is elegance, and seduction stems from discretion.

I spend some time at beautiful Musée Picasso and in front of the Hotel Salé, a marvel from the 18th century. I pause in front of upscale boutiques and walk to le Marché des enfants rouges — the city's oldest market — to indulge in one of its many culinary boutiques and stands.

It is in Rue Mouffetard, 13th arrondissement, that BoBos pursue their quest of

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- Walking tour of Montmartre: [discoverwalks.com](http://discoverwalks.com)
- Culinary tour of rue Mouffetard: [parissweetparis.com](http://parissweetparis.com)

"bien-être," or well-being, and experience a quality of life different from most Parisians, even though they inhabit the same city.

Rue Mouffetard is one of the oldest streets in Paris. It is filled with unpretentious but lovely buildings with nice façades and exceptional food stores and flower shops. Each of these boutiques is a delight for the senses. Everything is beautiful, aromatic and tasty.

In Rue Mouffetard, people take time to walk, talk and laugh with merchants and pedestrians. Muguet, my guide, took me on a culinary tour in this unique area and educated me on picking up the freshest products.

After a few days wandering in Paris, you might not become an artist, nor will you live in a loft apartment in one of these divine arrondissements, but you may very well be able to embrace the Parisian "joie de vivre" and know how and where to look to fill your desire for beauty and taste.

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