



## *Pop-ups Take Over*

For the opening of Agent Provocateur's first lingerie boutique in Cannes Friday night, models in lacy underthings struck come-hither poses in the window, re-enacting Amsterdam's red-light district, while a female DJ spun tunes — in pricey skivvies, *naturellement*. The tableau was the concept of one man behind the scenes of so many Cannes goings-on it's hard to keep count, from film business parties to the visuals of the opening- and closing-night ceremonies to product launches and events for Dior, Boucheron, Nespresso and Chivas: **Antoine Dray**, a former fashion show producer from Paris who staged shows for **Raf Simons**, **John Galiano** and **Veronique Branquino** before relocating with his wife, **Catherine** (now his partner in ADR), and children to Cannes for "a better quality of life."

Dray is also behind oddly named pop-up club B.O. (*bande originale* is the French term for soundtrack) over at the Five — the five-star, high-design boutique hotel on rue Notre Dame — that has been host every night to all manner of mostly French film and tv execs. Last year, Dray produced **David Lynch's** Club Silencio in the same space. B.O. is a preview of a concept club **Luc Besson** will open in June in his new Le City du Cinema studio outside of Paris.

"We are always looking for reinvention here in Cannes," Dray tells *THR*. "We organized as many as 30 parties in like 10 days. But this year I sense a change in the atmosphere here: There is more stress — and less money — due to economic times. When the recession began five years ago, the chocolate fountains started to dry up. This year it's the Champagne!"