

# Hundreds line up for Ladurée Vancouver's opening day (PHOTOS)

BY JESS FLEMING

2:43 PM PDT, THU MARCH 24, 2016



Image: Helen Yu

You may have noticed a huge line up outside 1141 Robson Street Thursday. That's because Canada's first [Ladurée](#) store opened its doors for business today at Noon.

The Parisian-based luxury baker, best known for its delicate and vibrant-coloured macarons, has caused quite the stir ever since [word got out last fall](#) they were opening a Boutique and Tea Salon in downtown Vancouver.

It's amazing that such a dainty treat has the ability to draw such an impressive crowd of people. Those eager to be first through the doors of the pastel pastry shop started to gather out the front just after 11 a.m. By 12:30 p.m. the line up extended all the way down the block to Thurlow Street.



Ladurée Vancouver (Jess Fleming / Vancity Buzz)



Ladurée Vancouver (Jess Fleming / Vancity Buzz)



Ladurée Vancouver (Jess Fleming / Vancity Buzz)



Ladurée Vancouver (Jess Fleming / Vancity Buzz)



Ladurée Vancouver (Jess Fleming / Vancity Buzz)



jai.buyser · 2 hours ago

+ Follow



One of the first ten people and \$71 later, I can finally cross this off my bucket list 💕 #itwasallworthit #laduree #ladureecanada #ladureevancouver #doinitforthemacarons #mydreamscametru

38 likes 0 comments

Instagram



amy0308 · 2 hours ago

+ Follow



🎉 Ladurée Vancouver 🍰 Grand Opening at noon today #laduree #ladureeparis #ladureevancouver #ladureerobson #vancouver #vancity #buzzfeed #grandopening @ladureecanada @maisonladuree

16 likes 1 comment

Instagram



mewsance · 1 hour ago

+ Follow



Inside the tea room #ladureevancouver

♥ 1 like    💬 0 comments

Instagram



mewsance · 1 hour ago

+ Follow



Macrons de Saison! #ladureevancouver

♥ 0 likes    💬 0 comments

Instagram



ladureevancouver · 1 hour ago

Following



Head over to @ladureecanada @ladureevancouver to try some macarons flown here from Paris!  
#macaron #laduree #ladureevancouver #ladureecanada #vancouver #vancity #robson #yvr #sweet #paris #french

70 likes 7 comments

Instagram



chrischance · 1 hour ago

+ Follow



The line-up for @ladureecanada at noon today for their #grandopening in #Vancouver and their very first location in Canada #Laduree #LadureeVancouver #LadureeCanada

10 likes 4 comments

Insti LADURÉE

VANCITYBUZZ.COM, MARCH 24, 2016

hawksworth communications