

# PRESS RELEASE

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## **Galleries Lafayette group supports the 31st edition of the International Fashion and Photography Festival in Hyères (FR) and presents the Sophie Harand x Galleries Lafayette limited edition collection**

Paris, April 21st, 2016

The Galleries Lafayette group, patron of the villa Noailles since 2007, is proud to announce its renewed engagement towards this institution, for the 31<sup>st</sup> edition of the International Fashion and Photography Festival in Hyères, April 21<sup>st</sup> to 25<sup>th</sup> 2016.

The Group is highly aware of its pivotal role in the discovery and economic development of new talents: the promotion of fashion and young designers are at the heart of the Group's history.

For the second year in a row the Group broadens its engagement by introducing the finalists into their store network. Since 2015, one finalist is invited to design a limited edition collection in collaboration with the Galleries Lafayette brand. This year, 2015 finalist Sophie Harand will exclusively present her men's leather goods collection, which will be on sale from September 21<sup>st</sup> at Galleries Lafayette Paris, selected stores and online at [Gallerieslafayette.com](http://Gallerieslafayette.com).

This year, Galleries Lafayette also importantly amplifies the visibility and resonance of the Festival by financing the live streaming of the young designers' fashion show. On Saturday April 23<sup>rd</sup> the show will be simultaneously shown at the Palais de Tokyo Museum in Paris, in Toulon, Beijing and Shanghai.

On this occasion, Guillaume Houzé, Image & Communications Director of Galleries Lafayette declared *"we are very happy to accompany the villa Noailles and to be associated with this major event for the international fashion world. Galleries Lafayette is at the heart of a mediation process that selects and curates the best in fashion for its large audiences. We pay great attention to tomorrow's designers and represent an ideal stepping stone for this new generation."*

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## **About the engagement of the Galeries Lafayette group**

The Galeries Lafayette group has been a patron of the villa Noailles since 2007, and the first to support the institution's year-round program in 2011.

The patronage activities of the Galeries Lafayette group reflect the company's values. A defining trait of its identity, valorization of fashion has in fact made Galeries Lafayette a privileged mediator between design and large audiences. The Hyères Festival, which allows encounters between designers, fashion industry professionals, buyers and trend forecasters, cultural institutions and distributors echoes the department store's vocation as mediator between consumers, upcoming trends and emerging talents.

## **About the Galeries Lafayette group**

A leading city-centre retailer with proven fashion expertise, Galeries Lafayette group is a family-run and private group, with 120 years of history in commerce and retail. A key player committed to creation and a major private sector employer in France with 15,000 employees, the Group is actively engaged in promoting the French "Art of Living" and serving as a benchmark of fair trade. With retail sales of Euros 3.8 billion, the Group enjoys international recognition through its iconic brands: Galeries Lafayette, BHV Marais, Royal Quartz, Louis Pion and Didier Guérin.

More information on [groupegalerieslafayette.com](http://groupegalerieslafayette.com)