

PRESS RELEASE

Galeries Lafayette group and the CARE NGO partner for an exclusive fashion and home collection, LIVING BLUE x GALERIES LAFAYETTE

Paris, April 8th, 2016

As part of its ambition to become a pacesetter as a French retail leader with an ethical and responsible approach, Galeries Lafayette group supports the CARE NGO in the creation of a unique and exclusive fashion and home collection, LIVING BLUE x GALERIES LAFAYETTE.

The joint action of Galeries Lafayette group associated with CARE aims to revive the natural indigo industry. This approach, which benefits women in remote Bangladesh areas, contributes to the social and economic development of a creation and production unit.

LIVING BLUE x GALERIES LAFAYETTE is an exclusive collection of fashion and home products designed by the stylist team of Galeries Lafayette's private label. It includes unique items, all tinted with indigo blue (silk dresses, scarves, jewellery, cushion covers ...). This line also includes jute baskets made by craftsmen in other factories in the North of the country.

Philippe Houzé, Executive Chairman of Galeries Lafayette group, and Arielle de Rothschild, President of CARE France, inaugurated jointly the launch of this capsule collection in the Galeries Lafayette Haussmann flagship store. The collection LIVING BLUE x GALERIES LAFAYETTE is available at Galeries Lafayette Haussmann until April 24th, 2016 and at BHV MARAIS until April 30th, 2016.

Commenting on this launch, Philippe Houzé said: "*The LIVING BLUE x GALERIES LAFAYETTE collection marks a new phase in our partnership with CARE, of which we actively support the mission and values. While the Galeries Lafayette group is engaged in an ambitious responsible development approach, I appreciate the success of this collaboration which contributes to the revival of the indigo industry. This project has generated huge enthusiasm from our employees, but also from our clients who see in this initiative a concrete example of our commitment.*"

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Arielle de Rothschild, President of CARE France, also said *"It is crucial that French companies, such as Galeries Lafayette, commit to a sustainable textile sector, whether to develop a responsible chain of value or to improve the workers' living conditions. This partnership helped to raise the awareness of the Galeries Lafayette employees in France while supporting the creation of a social business in Bangladesh, Living Blue. CARE went along the women at the head of this business that extract, dye indigo and embroider scarves, bedspreads, etc. The result is a more shared governance, more stable incomes and a reborn and renewed expertise. The impact in terms of revenue, improvement of living conditions, self-esteem and hope in these communities are values that we wish to reproduce through local social entrepreneurship. "*

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About 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

About Care

Founded in 1945, CARE is one of the world's leading humanitarian organizations. It is non-partisan and non-sectarian. In 2015, CARE worked in 95 countries and reached 65 million people around the world. In its emergency response and long-term development programs, CARE seeks to fight underlying causes of poverty. CARE places special focus on working alongside poor girls and women because, equipped with the proper resources, they have the power to lift whole families and entire communities out of poverty.

To know more about CARE: www.carefrance.org