

The BHV MARAIS expands internationally and opens its first flagship in Dubai

Paris, January 12, 2016 - The MARAIS BHV continues its transformation and announces the international development of its banner with the opening of a flagship in Dubai, in the United Arab Emirates. This store, developed in franchise with ADMIC, a retail leader in the Middle East owned by the Abchée family, will open in September 2016.

With 6,000 sq.m spread over two floors, it will benefit from a strategic position in the heart of Dubai within "The City Walk" Mall. Designed by architect Kristina Zanic, this store will combine materials - including the use of wood and stone - to recreate the world of the Paris flagship and remain true to its specific identity.

Following the successful re-branding of its flagship on Rue de Rivoli in Paris - which celebrates this year its 160 years - the BHV MARAIS brings to Dubai-based and international clients its unique know-how as a "lifestyle department store" specialized in Home and Fashion products, ranging from affordable to premium.

This flagship in Dubai is the second international BHV MARAIS store, already established in Beirut (Lebanon) since 1998 in partnership with ADMIC. It may be followed by targeted additional openings in the coming years.

In 2016, the BHV MARAIS will also initiate the renovation of its store in Parly 2, near Paris, to adapt to the new positioning and visual identity of the brand.

Commenting on this announcement, Nicolas Houzé, CEO of Galeries Lafayette and BHV MARAIS, said: "As our Galeries Lafayette brand achieves great success in the Dubai Mall since 2009, we are very pleased to bring to Dubai-based and international visitors in the Emirates all the know-how of our BHV MARAIS store. With a unique expertise in home and fashion products, we are convinced that this new BHV MARAIS flagship in Dubai will be welcomed with great enthusiasm and will strengthen our presence in the region. "

Michel Abchée, ADMIC Chairman and CEO, also said: "As we already operate the BHV MARAIS store in Beirut and the Galeries Lafayette store in Dubai, we are pleased to further strengthen our partnership with the Galeries Lafayette group. This new BHV MARAIS location in Dubai will be an interesting addition to the local commercial landscape and will offer an innovative range of home equipment products and interior decoration, with a French touch much appreciated. "

About BHV MARAIS

A unique lifestyle department store focusing on multi-specialist and creative fashion, BHV MARAIS offers an innovative range of fashion, home, DIY, leisure and fine food products. Its 160-year-old flagship located on the Rue de Rivoli in Paris is designed to serve as a venue for inspiration, making the Marais district all the more attractive and offering its French and international clients nearly 900 brands, ranging from the most accessible to leading-edge. Owned by the Galeries Lafayette group, BHV MARAIS is also present in France with a network of three stores in the shopping center Parly 2 near Paris, in the Lyon region and in Beirut, Lebanon. More information on Bhv.fr/en
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About Galeries Lafayette group

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

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