



**PRESS RELEASE**

## **Galeries Lafayette reveal their new image**

- An entirely revamped logo to convey Galeries Lafayette's creative energy
- A surprising and daring advertising campaign, embodying a new way of being: "The New Chic"

**Paris, September 16<sup>th</sup>, 2015**

As they are moving forward to implement their transformation plan, *Ambitions 2020*, aiming to become the key omni-channel fashion retailer in France and in international capital cities, Galeries Lafayette modernize their image and disclose today their new visual identity.

This new identity - which includes a totally revamped logo and a new advertising campaign - aims to modernize the Galeries Lafayette brand and restore its primary purpose: surprise its customers at every visit and offer them a unique and constantly renewed experience, either in stores or online.

After 14 years of outstanding collaboration with Jean-Paul Goude, the new advertising campaign was designed by the global creative agency Wednesday, unanimously recognized for its credentials in the fashion world. Engaging, sassy, energetic and fresh, the campaign embodies the inimitable sense of freedom that is so essential to Galeries Lafayette, translated through "The New Chic".

It brings together a cast of eclectic talents, who see themselves in this new Galeries Lafayette spirit and become ambassadors of "The New Chic." These artists of modern times include - among others - the musician Gabriel-Kane Day-Lewis, model Camille Rowe, Chef Pierre Jancou or Prima Ballerina Marie-Agnès Gillot.

The logo was designed by BETC, aiming to embody a renewal after 25 years of existence of the previous one. Daring, it captures Galeries Lafayette's creative energy and reflects "The New Chic" while respecting the history of the previous logos since the creation of the brand 120 years ago.

This new identity will be rolled-out in the coming months within the 64 Galeries Lafayette stores, in France and abroad. In addition to the Galeries Lafayette flagship store located on Boulevard Haussmann, which will benefit from the renewed identity as of today, the Maine-Montparnasse store in Paris as well as 10 French flagships will be adapted to the new identity by November 2015. The rest of the network is expected to be transformed starting from 2016.

Commenting on this announcement, Nicolas Houzé, CEO of Galeries Lafayette and BHV MARAIS, said: "In an increasingly competitive environment for our traditional retail businesses, the renewal of the visual identity of our leading brand, Galeries Lafayette, stands as one of the key milestones of our transformation plan aiming at inventing tomorrow's department store. This revamped image will enable us to embody the strategic actions currently being implemented in the company, notably regarding our acceleration in multichannel, the revitalization of our store network, the premiumization of our product offer or our targeted international expansion. This revamped campaign and this new logo enable us to fulfill our merchant mission to impulse trends, emotions, and to get closer to our customers."

Guillaume Houzé, Galeries Lafayette and BHV MARAIS Image and Communications Director, also added: "This revamped visual identity, which required 18 months of thinking and production, allows us to offer a new and reinvented interpretation of our brand's story and territory. Today, we are entering a new phase of our history, which puts the energy of creation at the heart of our communications."

### **Press contacts**

Alexandra van Weddingen  
VP Corporate Communications - Galeries Lafayette group  
[avanweddingen@galeriesslafayette.com](mailto:avanweddingen@galeriesslafayette.com)  
+ 33 1 45 96 68 44

Géraldine de Friberg  
Communication and Events Director - Galeries Lafayette and BHV MARAIS  
[gdefriberg@galeriesslafayette.com](mailto:gdefriberg@galeriesslafayette.com)  
+33 1 42 82 82 92

### **About Galeries Lafayette**

French market leader in Department stores and famous all around the world, for the past 120 years Galeries Lafayette have been the undisputed experts in fashion and event shopping, designing each visit to be a unique experience, offering French and international clients a constantly renewed selection of affordable to premium brands. Present on the market segments of fashion and accessories, interior decorations, gourmet foods and catering services, Galeries Lafayette are celebrated for their network of 64 stores in France and abroad, including the flagship store on the Boulevard Haussmann in Paris and their e-commerce site, [galeriesslafayette.com](http://galeriesslafayette.com).

More information: [Galeriesslafayette.com](http://Galeriesslafayette.com)