



PRESS RELEASE

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Galerias Lafayette appoint TOILETPAPER as artistic director for their 2017 advertising campaigns

Galerias Lafayette announce the appointment of TOILETPAPER, the unconventional magazine created by internationally-renowned artistic duo, Maurizio Cattelan and Pierpaolo Ferrari, as artistic director for their new advertising campaigns.

This new campaign - whose first images focusing on Sunday openings of the Galerias Lafayette Haussmann flagship store in Paris are being revealed these days - perfectly illustrates the outspokenness of the Galerias Lafayette brand and renews with the impertinence and the creative energy which defines its singularity.

This campaign marks a new phase in the reinvention of Galerias Lafayette's visual identity, which began in September 2015 with the launch of a new logo, a new graphic charter and a new advertising tone. It also enables the brand to reconnect with its long-lasting tradition of artistic collaborations, which have been at the heart of the company's DNA since its creation.

Following the success of last summer's TOILETPAPER takeover of the store windows and cupola of Galerias Lafayette Haussmann, this campaign extends the longstanding relationship that unites Galerias Lafayette and the Maurizio Cattelan and Pierpaolo Ferrari duo. This association, which unfolds throughout 2017, covers a series of colorful images that will focus on the company's major fashion news and commercial events. Wednesday agency continues to lead the creative direction of the campaigns.

An ambitious media plan was designed to roll-out this campaign on various channels, both print and digital. On social media, each new campaign will be launched in the form of animated gifs to then be declined on Instagram, Facebook and Snapchat.

Commenting on this announcement, Guillaume Houzé, Galerias Lafayette and BHV MARAIS Image and Communications Director, declared: "This collaboration with Maurizio Cattelan and Pierpaolo Ferrari, whose creativity and boldness we have always admired, crowns several years of trust and joint projects. TOILETPAPER is a perfect partner to cross a new milestone and return to the freedom of tone and exuberance that characterize the Galerias Lafayette brand. These new campaigns, resolutely

optimistic, will allow us to fully fulfill our mission: to bring some life to the city. I am delighted to put their talent at the service of Galeries Lafayette."

Maurizio Cattelan and Pierpaolo Ferrari said: "Moving from the magazine to Galeries Lafayette advertising, going beyond the idea of an exhibition in a museum and seeing our visitors face our ideas, on the street or in the subway, without filter, is for us a unique opportunity. We are now mainstream, but we might as well go unnoticed after all."

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About Galeries Lafayette

The French market leader in department stores and famous all around the world, for the past 120 years Galeries Lafayette has been the undisputed expert in fashion and event shopping, designing each visit to be a unique experience, offering French and international clients a constantly renewed selection of the best brands, from the affordable to premium. Present in the fashion, accessory, beauty, interior decoration, gourmet food, catering and outlet segments, Galeries Lafayette is celebrated for its network of 61 stores in France and abroad, including the flagship store on the Boulevard Haussmann in Paris and its online shopping site, galerieslafayette.com.

More information on GaleriesLafayette.com

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About TOILETPAPER

Photographer Pierpaolo Ferrari first met artist Maurizio Cattelan when capturing him on camera more than ten years ago. The magic worked and the pair went on to create the experimental art magazine TOILETPAPER in 2010. In a class of its own, the image-only publication features carefully constructed photographs in a unique time and mental space. On the surface, the composition shots in TOILETPAPER have a quaint, slightly retro feel to them – an artful way of drawing us in before catching us off guard as we realise what we are actually looking at... Intriguing, comical, startling – the images in TOILETPAPER are guaranteed to leave their mark. TOILETPAPER's assemblages are of course inspired by "found images" taken from the internet and magazines: breaking down prevailing codes of fashion, advertising and cinema is the duo's leitmotiv. On top of this comes a distinctive repertoire of forms and images, blended with animal-based rhetoric, perhaps alluding to the artistic work of Maurizio Cattelan.