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BHV MARAIS opens in Dubai

BHV MARAIS announces the opening of its first flagship store in the "CITY WALK" shopping mall in Dubai, United Arab Emirates. This store, developed in franchise with Middle East retail leader ADMIC property of the Abchée family, could be followed by additional openings in the area over the coming years.

Building on the success of its two historic stores in Beirut-Lebanon, this new 6,000 square meters store, stretched over two floors, benefits from a strategic location in the heart of Dubai. Undertaken by architect Kristina Zanic, the space is designed in an urban architecture style, in accordance with the atmosphere and identity of the iconic Paris flagship store.

True to the know-how and uniqueness of the BHV MARAIS brand, this new store combines a much differentiated Home and Fashion offer through a selection of brands ranging from accessible to premium. BHV MARAIS in Dubai offers local and international clients a lifestyle store unique in the city's commercial environment.

Commenting on this opening, Nicolas Houzé, CEO of Galeries Lafayette and BHV MARAIS declared: *"After a successful repositioning of our Parisian flagship on rue de Rivoli, the opening of BHV MARAIS in Dubai demonstrates the international potential of the brand and highlights the singularity of its identity. With this opening, we are strengthening our presence in the Middle East, as we complete the remodeling of our Galeries Lafayette flagship in Dubai and we are preparing the opening of Galeries Lafayette in Doha early next year."*

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About BHV MARAIS

A unique lifestyle concept department store focusing on multi-specialist and creative fashion, BHV MARAIS offers an innovative range of home, fashion, beauty, design, DIY, leisure and fine food products. Its 160-year-old flagship located on Rue de Rivoli in Paris is designed to serve as a venue for inspiration, making the Marais district all the more attractive. It offers 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 and abroad with a network of three stores in the shopping center Parly 2 near Paris, in the Lyon region, in Beirut, Lebanon and in Dubai, Arab United Emirates. More information on Bhv.fr/en

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