

BHV MARAIS pursues its strategy for a more sustainable store

Paris, April 18th 2017

- BHV MARAIS inaugurates a 1,500 square meters cultivated terrace on the roof of its Paris flagship store
- Named "Le Jardin Perché", this garden represents the largest urban farming space to date in France
- In addition from April 12th to May 20th, BHV MARAIS will organize "Sous les pavés, le potager" to raise awareness among the general public on urban agriculture, in collaboration with the "We Love Green" festival

BHV MARAIS inaugurates the "Jardin Perché", a 1,500 square meters urban farming terrace on the roof of its flagship store on rue de Rivoli, Paris.

Signatory of the "Paris Action Climat" and "Objectif 100 hectares" Charters launched by the Mayor of Paris, BHV MARAIS continues its commitment in favor of urban biodiversity by creating, in collaboration with the French Association of Culture Above Ground (AFCH) and the firm Sous les Fraises, this terrace dedicated to urban agriculture, a "lung" for the Marais neighborhood, which aims to meet a triple ambition:

- to improve air quality and participate in the refreshment of the city by limiting the "urban heat island" effect
- to develop biodiversity, give place to plants where they cannot grow conventionally by creating an exceptional urban environment
- to promote an innovative and high-performance organic vegetable farming system through a garden halfway between a green cultivated space and an agricultural farm

Located on the 7th floor (inner courtyard) and on the 8th floor of the main store, this perennial vegetated terrace promotes the growth of vegetables, flowers and aromatic herbs grown free from any pesticides or herbicides.

This space will also be a learning place for an audience of schoolchildren, professionals, users and decision-makers. The garden will be open to the public for visits every first Saturday of the month, upon prior registration on the website: lebhvmaraais.fr.

Commenting on the announcement, Alexandre Liot, Director of BHV MARAIS, said: *"This "Jardin Perché" is part of a global approach, true to the values of innovation and CSR commitment of the Galeries Lafayette Group, parent company of BHV MARAIS. Whilst BHV MARAIS is constantly thinking to reinvent itself and go further in its sustainable approach, we are happy to contribute to the reflection*

on the needs of the city of tomorrow, alongside the French Association of Culture Above Ground. The introduction of vegetation into the department store, already initiated on the facade of our men's BHV L'Homme store, perfectly complements our daily commitment through initiatives of waste recovery / recycling, ecological delivery services Natural gas, rolling stock transport and in-store lighting control."

This spring, BHV MARAIS will also engage with We Love Green festival, a music event committed to an eco-responsible approach that promotes the exchange of ideas and environmental innovations.

From April 12th to May 20th, the store offers, through an operation called "Sous les pavés, le potager", a series of events around environmental responsibility and sustainable development, in order to sensitize the public at large to cities' Ecological challenges. BHV MARAIS will participate in the We Love Green 2017 Workshop by providing all the necessary materials to carry out the selected projects.

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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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