



PRESS RELEASE

Galeries Lafayette open their first flagship in Istanbul in partnership with the DEMSA group

Paris, May 30th 2017

Galeries Lafayette announce the effective opening of their first flagship in Istanbul, in partnership with the DEMSA group, one of Turkey's leaders in the fashion and luxury industries. Located in the heart of the prestigious Emaar Square shopping mall, whose fashion expertise is widely recognized, this franchised store opened its doors a few days ago.

With a surface area of 9,500 square meters, the Galeries Lafayette in Istanbul offer a complete range of products from accessible to luxury, with a selection of 400 brands covering all sectors of Fashion (Men, Woman and Child), Accessories, Home and Beauty. A modern cupola, the architectural symbol of Galeries Lafayette flagship located Boulevard Haussmann in Paris, overhang the entire store.

Commenting on this announcement, Nicolas Houzé, Galeries Lafayette and BHV MARAIS CEO, declared: *"A few weeks after the BHV MARAIS in Dubai, the opening of this new flagship in Istanbul strengthens our positions in the Near and Middle East, regions where the attraction for our brand is strong. We are pleased to work on this ambitious project with the DEMSA group, whose recognized retail expertise in the region will contribute to the success of this store."*

On the occasion of this opening, Cengiz Çetindoğan, CEO of DEMSA Group stressed that: *"The arrival of Galeries Lafayette bring a new atmosphere to the Asian shore of Istanbul. The DEMSA Group is delighted to offer such prestigious brands to its customers, symbol of the French art of living"*.

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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.

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