



PRESS RELEASE

Galeries Lafayette inaugurates a new department store concept at the heart of the Carré Sénart shopping centre's new extension in the Paris region

Paris, October 25th 2017

The Galeries Lafayette Group is today announcing the inauguration of a new flagship store at the heart of the new extension to the Carré Sénart shopping centre, owned by Unibail-Rodamco in the Paris region.

This opening marks the first significant addition to the Galeries Lafayette network of 56 stores in France in the past few years, and the new store concept is intended to be experience-led, fully omni-channel and firmly anchored in its local environment.

The new flagship store with its 6,000 sqm in space on two floors aims to pioneer a whole new department store model for Galeries Lafayette's network in France, and features all the best of the Group's latest innovations.

The Carré Sénart store has rolled out a range of innovative services – both physical and digital – to better meet its customers' expectations. Significant space is given over to premium services on the first floor of the store, including e-booking products and next-day click and collect. The Carré Sénart store features a pilot digital showroom – a high value-added innovation rolled out in several stores in the Galeries Lafayette network – dedicated to luggage and travel bags. Thanks to the omni-channel training provided to its sales advisors at the store, they can now use tablets to provide better advice and support to customers throughout the purchasing process, right through to the final collection of the products, which will now be mobile.

Galeries Lafayette has drawn inspiration for the store's architecture from the neighbouring Sénart forest, which it reflects in the design of the sales floors, providing plenty of transparency and natural light. From the store's entrance, shoppers are greeted by a 9m-high monumental glazed façade, and the internal store décor subtly reproduces key features of the local environment.

The new flagship brings to the Carré Sénart centre the full breadth of its expertise in selecting the best womenswear, menswear and childrenswear, including exclusive brands.

Commenting on this new opening, Nicolas Houzé, Chief Executive Officer of Galeries Lafayette and BHV MARAIS, said: *“We have embarked on an extensive overhaul of our French network, in which we invest €150 million every year. Today’s inauguration of the Carré Sénart Galeries Lafayette store is a key milestone along the path we have mapped out. Our goal is to make our stores genuine living spaces – homes in which our customers are our guests – and to harness the best of the latest innovations in physical and digital retailing to achieve this.”*

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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, galeriesslafayette.com.

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