

LE BHV/PARLY 2 unveils its new lifestyle concept department store

Paris, 29 November 2017

The BHV store at the Parly 2 shopping centre has undergone a major transformation to become LE BHV/PARLY 2, a multi-specialist lifestyle concept department store, offering completely rebalanced Home Equipment and Fashion ranges on 9,000 sqm.

LE BHV/PARLY 2 has replicated the keys to success employed by the flagship store in the Le Marais district in Paris, adapting them to the expectations of the shopping centre's local clients with the aim of becoming BHV's second space in France.

A longstanding partner of the Parly 2 shopping centre, the BHV store has been one of its anchor tenants ever since its opening in 1969. To maintain this appeal, the LE BHV/PARLY 2 store has invested €24 million in improvements over more than two years, with the aim of providing a unique shopping experience that is both vibrant and inspiring for the inhabitants of Le Chesnay, Versailles and the Paris region.

Drawing inspiration from the creative and distinctive universes of the LE BHV/MARAIS store, LE BHV/PARLY 2 has redesigned the entire architecture of its store and the organisation of its sales and service areas. It has also overhauled its store furniture and its visual identity to make shopping a seamless and pleasant experience.

LE BHV/PARLY 2 has adopted a new merchandising mix of 55% Home Equipment and 45% Fashion, providing shoppers with a creative multi-specialist selection across its three floors. A regular series of DIY, interior design and cooking workshops will be held in the Home Equipment area, and the Women's and Men's Fashion universes will feature exclusive apparel and contemporary new brands not present elsewhere in the shopping centre.

The department store's redesign also accommodates an array of new physical and digital services, such as Click'n'Collect, enabling website customers to pick up their shopping the next day in store, Express Delivery within four hours, and innovative new home improvement services, such as electronic interior design and free equipment loans.

LE BHV/PARLY 2 also stands to gain from the full refurbishment of the shopping centre's façades and the very substantial extension undertaken by the Unibail-Rodamco Group, Parly 2's owner-operator, which has given the centre – one of the largest in the Paris region – a new visual footprint and a new layout. The creation of a new mall opposite the department store, the arrival of 16 new brands and the new cinema complex set to open, will help to inject additional impetus into the centre and the performance of its retailers.

Commenting on this new opening, Alexandre Liot, CEO of LE BHV/MARAIS, said: *“LE BHV/PARLY 2 store redesign serves as another concrete example of our major plans for the brand. Over the past 24 months, more than 25,000 sqm in sales space has been moved and redesigned to create BHV's second flagship store. Our guiding vision is of a new multi-specialist lifestyle concept department store that enchants and delights to exceed our customers' expectations.”*

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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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