



PRESS RELEASE

Galeries Lafayette unveils a new department store at the heart of the Marseille Prado shopping centre

Paris, March 28th 2018

Galeries Lafayette unveils today a new department store at the heart of the Prado shopping centre in Marseille. Designed as a symbolic pier connecting Land and Sea, the store illustrates the role played by Marseille in the Galeries Lafayette network, and the ongoing reinvention of its French stores, with a more locally anchored, omnichannel, and experiential concept.

The department store is located in the bustling new district around the Orange Velodrome, a symbolic and iconic part of Marseille home to the second largest stadium in France. It takes its inspiration from the Mediterranean customs that make this lively Phocaeen city so attractive.

The Marseille Prado Galeries Lafayette occupies 10,000 sq.m. over four floors and offers a unique shopping experience within a fully transparent department store, where the breath-taking glass architecture encourages visitors to wander from boutique to boutique.

The store offers a range of premium Fashion, Beauty and Accessories, whilst re-establishing its role as a trendsetter by creating areas of artistic expression conceived as “concept stores” showcasing local talent.

Commenting on this opening, Olivier Bron, Operations Director for Galeries Lafayette, said: *“Galeries Lafayette has always been deeply involved in the city of Marseille. We truly believe in the potential and appeal of the city, and are pleased to be present with our two large stores that are among the most important in our French network, in two complementary districts: the hypercentre and a shopping area in full expansion. Galeries Lafayette Marseille Prado store perfectly matches our ambition to make our stores living spaces, genuine homes in which our clients are our guests and in which we offer them the best of our fashion know-how.”*

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About Galeries Lafayette

Leading department store in France and famous all around the world, Galeries Lafayette has for the past 120 years been the undisputed expert in fashion and events, striving to make each visit to be a unique experience by offering French and international clients a constantly renewed selection of the best brands, ranging from the affordable to premium. Present in the fashion, accessory, beauty, interior decoration, fine foods, catering and outlet sectors, 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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