



LE BHV / MARAIS



PRESS RELEASE

**GALERIES LAFAYETTE AND BOULANGER
ANNOUNCE PARTNERSHIP
IN HOUSEHOLD APPLIANCES AND MULTIMEDIA**

Paris, July 11, 2018 - Galeries Lafayette and consumer electronics retailer Boulanger have signed a commercial agreement to distribute Boulanger household appliances and multimedia products in 24 Galeries Lafayette and BHV department stores in France. The partnership, which comes into effect end September 2018, also includes the online shopping sites galerieslafayette.com and BHV.fr, whose launch is set to kick off in the coming weeks.

The tie-up allows Galeries Lafayette and BHV to remain at the forefront of the latest trends and offer their customers a wider selection of premium consumer electronics goods and services while also benefiting from Boulanger's recognized know-how in this field.

For Boulanger, it increases its presence in destination city-center stores and gives its service offer visibility in convenient locations that allow it to reach urban populations.

The partnership will see "Boulanger Le Comptoir" shop-in-shops established in five flagship department stores - Galeries Lafayette Haussmann, Galeries Lafayette Nice Masséna, Galeries Lafayette Nice Cap 3000, BHV Marais and BHV Parly 2. Customers will be able to try the products in-store, be advised directly by Boulanger sales staff, and benefit from Boulanger's high-quality services, namely:

- Privileged access to its entire product catalogue of 25,000 referenced articles, including the latest innovations
- Click & Collect from the store within one hour
- Home installation of large household appliances and smart TVs within 24 hours
- Access to Boulanger's notoriously responsive and efficient after-sales service

The 19 other Galeries Lafayette stores involved in the partnership will also sell Boulanger's range of small household electronics.

Press contacts

Galeries Lafayette and BHV MARAIS

Margaux Berthier
Corporate communications officers
mberthier@galerieslafayette.com
+ 33 1 42 82 37 43

Boulanger

Claire Dutrieux
PR Manager
claire.dutrieux@boulanger.com
+ 33 6 12 85 19 30

Victor Cohen
rpboulanger@havas.com
m+33 6 25 66 11 06

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.

More information on Galerieslafayette.com

Follow us on Facebook (Galeries Lafayette) and Instagram ([@galerieslafayette](https://www.instagram.com/galerieslafayette))

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 the Rue de Rivoli in Paris positions itself as a public space designed to inspire, and as such contributes to the appeal of Paris's Marais district. It offers its French and international clients nearly 900 brands, ranging from the most accessible to the cutting-edge. Owned by the Galeries Lafayette group, BHV MARAIS is also present in France and abroad with a network of 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

Follow us on Facebook ([LE BHV MARAIS](https://www.facebook.com/LE.BHV.MARAIS)), Twitter ([@leBHVmarais](https://twitter.com/leBHVmarais)) and Instagram ([@le_bhv_marais](https://www.instagram.com/le_bhv_marais))