

Paris, 23 October 2018

Launching BHV.fr, a “lifestyle bazaar” specialised in homeware, decoration and fashion for a new online shopping experience

The BHV Marais is announcing the official public opening of its e-commerce website, BHV.fr. Running in beta mode since July, the website is now fully operational and offers customers a new online shopping experience with over 50,000 items and 750 brands available, ranging from the accessible to luxury.

The launch marks a new key stage in the development of the BHV brand, providing a complementary sales channel with high growth potential to prolong the sales experience of its bricks-and-mortar stores. The website will reflect the “lifestyle bazaar” feel epitomised by BHV Marais, with a uniquely balanced range of 60% homeware and 40% fashion.

BHV Marais has set an ambitious target for its website, aiming to become a benchmark in multi-brand online retailing for homeware, household hardware and decoration by offering a wide range of differentiating products and services typical of its core identity to give customers a unique brand experience. BHV.fr will also include a cutting-edge selection of fashion, in particular for men, showcasing brands with little exposure elsewhere on the web.

Designed as a “mobile first” platform, the website’s original, welcoming and slightly unconventional architecture seeks to reproduce online the appeal of its rue du Rivoli flagship store in Paris.

In addition to the pure retailing side, the website will also offer a content-rich browsing experience and a variety of complementary services to advise, listen to and inspire visitors, such as:

- Unique services to support visitors in their interior design projects, including video tutorials, tailored online advice, quotes, customisation and made-to-measure options
- Omnichannel services including click & collect, express delivery in France and standard delivery for neighbouring European countries
- Access to the BHV Marais loyalty scheme already available in store

In the long term, BHV Marais aims to generate 10% of revenue online with 1.5 million unique visitors each month.

Nicolas Houzé, Chief Executive Officer of Galeries Lafayette and BHV Marais, said, “building on a successful repositioning strategy to transform the BHV Marais into a ‘lifestyle multi-specialist’ department store, the brand is now entering a new stage in its development by launching its retail website, which will facilitate the rapid digitalisation of the company. Customers from Paris and the world over who visit our flagship store on rue du Rivoli value its unique spirit and know-how. This new

retail channel now enables us to offer the same high standards in customer service and the range of products and services that characterise the BHV experience.”