



PRESS RELEASE

Laëtitia Ivanez joins Galeries Lafayette as Artistic Director for women's ready-to-wear collections of the company's private label

Paris, January 25th, 2016

Galeries Lafayette are pleased to announce the appointment of Laëtitia Ivanez as Artistic Director for women's ready-to-wear collections of the company's private label, effective as of January 18, 2016. Laëtitia Ivanez joins the company as a consultant, allowing her to pursue her personal activities.

Over the past 18 months, Galeries Lafayette's private label has led a major repositioning of its offering and merchandising, aiming at offering a range of competitively priced and fashionable textile items, addressing all clients looking for a Parisian-styled wardrobe. Laëtitia Ivanez will be in charge of taking the repositioning to the next level by defining the style of women's ready-to-wear collections, in order to strengthen their identity. Her first collections will be available in store as of December 2016.

With 25 years of a career dedicated to fashion, Laëtitia Ivanez is one of the leading figures of the Parisian and French fashion world. Laëtitia Ivanez founded *Les Prairies de Paris* brand in 1991, whose casual chic creations quickly became a confirmed success. With its Parisian style, both sophisticated and graphic, with simple and creative cuts, *Les Prairies de Paris* became over the years one women's favorite brands. She is also familiar with the retail sector for having designed several capsule collections with recognized industry players.

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About Galeries Lafayette

French market leader in Department stores and famous all around the world, for the past 120 years Galeries Lafayette have been the undisputed experts in fashion and event shopping, designing each visit to be a unique experience, offering French and international clients a constantly renewed selection of affordable to premium brands. Present in the fashion, beauty, timepiece, jewellery, accessory, interior decoration, gourmet foods and catering service segments, Galeries Lafayette are celebrated for their network of 62 stores in France and abroad, including the flagship store on the Boulevard Haussmann in Paris, their outlet offering and their online shopping site, galerieslafayette.com. More information on Galerieslafayette.com

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