



PRESS RELEASE

Galeries Lafayette Reinforces Position as a Leader in Fashion Curation in China

Celebrates Grand Opening in Shanghai with Exclusive Collaborations and Launch of WeChat Mini Program

Shanghai, October 25, 2019

Galeries Lafayette continues to deepen its footprint in China with the Grand Opening of its flagship Shanghai store, offering exclusive new collaborations and concepts and the launch of a WeChat Mini Program. China is a key market for Galeries Lafayette, with a target of opening up to 10 stores in China by 2025.

As a leading curator with over 120 years of experience, Galeries Lafayette offers a unique selection of brands and experiences, specifically catered to the Chinese consumer. Developed in partnership with I.T Limited, Galeries Lafayette Shanghai is a fashion destination infused with the French Touch and *Art de Vivre*. Closely aligned with Galeries Lafayette Paris Haussmann, the store offers customers a seamless experience, taking them on a journey to explore the best of fashion, art, design, and retail experiences. Every floor features a dedicated multi-brand area *EDIT by Galeries Lafayette*, where customers can enjoy a carefully curated selection of French, local and international brands, ranging from the most in-demand designers to rising local and international talent, across all price points. These dedicated areas invite customers to discover new labels, enabling them to explore and develop their own personal styles.

To mark the Grand Opening of the Shanghai store, Galeries Lafayette is launching a campaign running from October 25 to November 16 to *celebrate fashion* and the deep connections between Paris and Shanghai. As part of the campaign, Galeries Lafayette has secured exclusive partnerships with iconic contemporary fashion house Paco Rabanne and renowned artist André Saraiva. Paco Rabanne has created an exclusive pop-up photobooth at Galeries Lafayette Shanghai, which is also home to the first standalone Paco Rabanne shop-in-shop in China. André Saraiva has designed illustrations inspired by Paris for merchandise and products available exclusively at Galeries Lafayette. The store features quintessential Parisian streets inviting visitors to experience a piece of this bustling, vibrant city, right in the heart of Pudong. In addition, Galeries Lafayette's iconic Paris Haussmann store can be enjoyed in Shanghai through the installation of the signature glass walk experience and the Coupole.

Further celebrating the close cultural ties between Shanghai and Paris, ten rising designers from China, including Xuzhi Chen (XU ZHI), Liushu Lei and Yutong Jiang (SHUSHU/TONG), and Samuel Guidong Yang (Samuel Gui Yang), have reinterpreted three iconic French garments with a Chinese twist: The *Trench Coat*, the *Marinière*, and the *Little Black Dress*, available exclusively at Galeries Lafayette Shanghai.

Customers can continue to expect new and exclusive campaigns from Galeries Lafayette, both in stores and online. A WeChat Mini Program has been launched to further deepen and extend engagement with customers beyond the physical stores. The Mini Program is designed to be a source of fashion inspiration and home to exclusive, theme-based pop ups. The first pop-up, focused on *what is luxury*, launches today and features a carefully selected mix of well-known, up-and-coming, international and French brands, including Chloé. Each pop-up will be closely connected to content and expertise shared on Galeries Lafayette's official WeChat account and will be available for just 72 hours, offering products exclusive to Galeries Lafayette in China. In addition, the Galeries Lafayette loyalty program has been reshaped and is now embedded in the Mini Program, offering customers more personalized engagement and the opportunity to discover new products and experiences.

Offering customers the most exciting new brands and experiences is at the heart of Galeries Lafayette's DNA. The Galeries Lafayette Beijing store is currently in the process of a refresh. Addressing an increasing interest in health and wellness among local consumers, the store now includes a Supermonkey Gym with more brands such as adidas, a Li Ning concept store and a Nike Kicks Lounge to come. The store will also soon be home to a Zhong Shu Ge bookstore, one of the most popular social destinations among young customers in China today. Customer favorites in the luxury segment can still be found, featuring new concepts and design. Visitors are also invited to



discover exciting new brands such as Off-White and Palm Angels, and new dining options to satisfy the desire for new tastes.

Commenting on the announcement, Galeries Lafayette and BHV Marais CEO Nicolas Houzé said: "China is now, more than ever, a strategic market for Galeries Lafayette and core to our international expansion strategy. Consumers across China are demanding more variety and eager to learn more about fashion. As a curator with a passion for fashion, culture and art, Galeries Lafayette is uniquely positioned to offer customers something different, always innovating and looking to bring new talent to the fore. The Grand Opening of the Shanghai store marks a new milestone as we deepen our footprint in China and target opening up to 10 stores by 2025. Along with the launch of our new WeChat Mini Program, we look forward to engaging more directly with our customers and inspiring their journey in exploring fashion and culture."

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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 and catering sectors, the brand is celebrated for its 64-store network in France and abroad, its e-commerce website galeriesslafayette.com, and its off-price activity Galeries Lafayette L'Outlet.

More information on galeriesslafayette.com, on Facebook and on Instagram (@galeriesslafayette)

