



G A L E R I E S L A F A Y E T T E
B E A U G R E N E L L E

*Galleries
Lafayette*

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A NEW LOCAL DEPARTMENT STORE IN THE WEST OF PARIS

In autumn 2019, Galeries Lafayette is opening a new local department store in the *Panoramic* building at Beaugrenelle, a shopping centre in Paris operated by Apsys that is visited by 13 million people every year. By opening a new and easily accessible store in the west of Paris, just a stone's throw from the Eiffel Tower, Galeries Lafayette is strengthening its presence in the French capital. This new location complements the Boulevard Haussmann and the Champs Élysées sites.

With 8,000 sq. m. spread over four floors, this new store is firmly rooted in its local environment and perfectly illustrates Galeries Lafayette's strategy to modernise its French network. It uses its own architectural codes, with a fun visual identity inspired by the urban playgrounds scattered across the French capital.

Several areas of artistic expression feature furniture and flooring that reflect this theme, creating playful and original spaces on every floor.

The architectural duo Valode & Pistre, who designed the building's enormous central atrium, extended the kaleidoscope theme of the glass roof throughout the two upper floors of the store, creating a colourful vertical space.

For this new location in Paris, Galeries Lafayette came up with a concept to satisfy the families and young adults who regularly visit Beaugrenelle, including a number of multi brand spaces whose products range from accessible to premium and blend little-known creative brands with well established names in men's and women's fashion. The men's section in particular has been designed to complete what is already on offer in the shopping centre, as has the children's section, which features a variety of well-known and popular brands.

In addition to the 400 brands available, a range of services have been rolled out to facilitate and enhance the customer experience, such as Click&Collect, mobile payment, online reservation and in-store tax-free shopping. Customers can also make use of a virtual fitting room, a beauty treatment area, VIP lounge and nail bar with a view of the river Seine, as well as customisation areas where they can turn their clothes, jewellery and accessories into unique pieces. The store is also home to a new, fully organic concept restaurant called "Grand Beau", which offers gourmet food at accessible prices in a sumptuous setting on the top floor of the store.



A FEW FIGURES

- ◇ **8,000 sq. m.** of retail space
- ◇ **4 floors** of fashion
- ◇ **200** employees
- ◇ **Over 400 brands**
- ◇ **10 multi-brand** spaces
- ◇ **1 fully organic concept** restaurant



AN ARCHITECTURAL CONCEPT THAT PLAYS ON CONTRASTS



Galleries Lafayette has taken its place in a shopping destination whose curves and flexibility create a striking contrast with the local environment and reflect an adaptable and versatile form of retail.

The *Panoramic* building reinforces this exceptional atmosphere by way of its large atrium, with a glass roof created by Valode & Pistre. The architects extended the kaleidoscope theme of the glass roof throughout the two upper floors of the store, creating a colourful vertical space.

For this new location at the heart of a well-lit building on the banks of the Seine, the Galleries Lafayette Group designed a new retail concept that immerses visitors in a modern environment. To appeal to urban families, the setting is designed to resemble an enormous playground, with lines and colours that play on its use of materials and contrasts to create interesting textures and sensations.



An extraordinary walkway on the third floor connects the store to the Magnetic building, also part of Beaugrenelle. At every level of the store, a series of different spaces - located in the stairwells around the central atrium and along the long galleries overlooking the Seine - use their individual visual identities to showcase a selection of brands. In these multi-brand spaces, the flooring resembles that of children's play areas and sports grounds, and partitions and furniture in natural materials contrast with the rest of the store.



A TAILORED PREMIUM RANGE FOR URBAN FAMILIES

Over its four floors at Beaugrenelle, Galeries Lafayette presents a variety of products, blending new finds and firm favourites in menswear, womenswear and childrenswear as well as the beauty, accessory and jewellery departments and a gift shop.

The store aims to stand out, meeting customers' expectations with iconic brands that are both appealing and responsible, ranging from the accessible to premium. Menswear is a key focus, designed to complete what is already on offer at Beaugrenelle.

The store has also developed a number of unique multi-brand spaces with a regularly updated selection of fashion, beauty and accessories in order to satisfy discerning customers who are constantly on the lookout for new and original trends.





AN EXCLUSIVE SELECTION OF “GO FOR GOOD” PRODUCTS IN-STORE

In 2018, Galeries Lafayette confirmed its commitment to more responsible fashion by launching the “Go for Good” label. Two “The Good Spot” spaces for womenswear, menswear and beauty have been set up at the heart of the store, showcasing local products and generating social and environmental benefits. Easily identified by the “Go for Good” label, these products enable customers to combine their wish to stay on trend with a sense of purpose.

Examples of the 25 brands on offer include Ecoalf, who use recycled materials, Picture, whose products contribute to the fight against climate change, and Sandqvist, whose backpacks and accessories are made from 100% organic cotton and recycled materials.

In womenswear, Patine’s easy-to-wear and environmentally friendly fashion can be found alongside Rue de Verneuil’s elegant French-made bags and eco-designed accessories from Rive Droite.



FOUR FLOORS OF FASHION, BEAUTY AND GIFTS

GROUND FLOOR

800 sq. m. of beauty, leather goods and sunglasses as well as a gift shop.

The beauty section combines iconic brands such as Dior and Chanel with natural and responsible cosmetics from Huygens, D-LAB, oOlution, Saeve, Patyka and more.

Customers can also book relaxation experiences at the treatment room, a haven for wellness and beauty. The expert staff use products from classic brands such as Dior, Chanel, Sisley and Clarins to revive the radiance of any skin type.

The season's hottest names in leather goods such as Cult Gaia, Rejina Pyo and By Far can also be found on this floor.

FIRST FLOOR

900 sq. m. of women's footwear, jewellery and luggage.

The first floor is entirely set aside for women's accessories and includes three multi-brand spaces for footwear: "Grand Froid" (Big Chill), where customers will find items from Sorel and Moon Boot; "Mode" (Fashion), where they will find offerings from Ngo Shoes, SMR, Manas, Repetto and Dr. Martens; and lastly, "Créatif" (Creative), with Isabel Marant, Ganni, Anthology, Avril Gau, By Far, Rivecour, L'Autre Chose and AGL.



Sneakers are also available on this floor, with must haves from Nike, Adidas, Reebok and Puma as well as trendy names like Mr Moustache and Converse.

In keeping with the spirit of the times, the fashion jewellery area has a resolutely creative feel, with Bonanza, Hanka IN and Bohémian Rhapsodie. These brands make their pieces in France and Italy, using semi-precious gems such as tourmaline and labradorite.

Meanwhile, the high jewellery section features timeless classics from La Brune & La Blonde, Redline and Morganne Bello. It also exclusively includes new and highly sought-after brands such as Zoë Chicco, which presents new takes on chain bracelets, signet rings and pearls.

Highly original costume jewellery is also available from Maria Black, a Danish specialist in piercing, precious stones and jewellery in simple designs, and London-based brand Alighieri, known for its meaningful gold plated pieces.



SECOND FLOOR

2100 sq. m. exclusively set aside for womenswear, with ready-to-wear and lingerie, as well as a children's section that offers a selection of particularly sought-after brands.

The womenswear ready-to-wear section presents contemporary brands such as Momoni alongside big names in streetwear such as Bacon, Kenzo and Iro. The department is made up of several multi-brand spaces to suit all tastes: a Créatif space offers a selection from high profile designers such as Ganni, Chiara Ferragni, Chloé Stora and Self-Portrait.

The Grand Froid space includes less well-known premium pieces, such as fake fur coats from Stand and parkas from Canada Goose and Woolrich.

A “Young designers” area aimed at younger customers offers must-have brands such as Maison Labiche, Maison Kitsuné and Petite Mendigote, but also international names that are relatively unknown in France, such as Samsøe Samsøe and English Factory.

The lingerie section features Maison Lejaby's alluring creations as well as essential brands such as Love Stories, Icone Lingerie, Undress Code and Henriette H. The “Shapewear” space is home to the Chantelle brand and its Soft Stretch collection, while this season's guest of honour is Naia, who will be followed by other equally appealing names.

The children's section is home to iconic Parisian brands such as Zadig & Voltaire, Paul Smith, Kenzo and Petit Bateau. Bonton is also in a prime position, with a concept store that features read-to-wear fashion for babies and children, as well as decoration.



THIRD FLOOR

2100 sq. m. showcasing menswear with ready-to-wear, shoes and accessories in formal and streetwear styles.

Here, customers will find several multi-brand spaces, including the Créatif space, which includes fashion and streetwear labels such as A.P.C., Maison Kitsuné and Kenzo. The “Vestiaire Parisien” (Parisian clothing) space offers French must-haves: Maison Labiche T-shirts; screen printed sweatshirts from Cuisse de Grenouille; the influencer Raphaël Simacourbe’s Insima label; accessories, clothing and shoes from Faguo; and knitwear and T-shirts from American Vintage.

The colour block and logo trend is used here to target younger, sportier customers. A selection of pieces from Adidas, Nike, Champion and Fila are on show, as well as more formal and modern pieces such as Hugo Boss and De Fursac suits and Atelier Privé shirts.



A RANGE OF SERVICES FOR THE PERFECT CUSTOMER EXPERIENCE

Various services have been specially designed for the store, including:

- ◇ A reception area where customers can organise tax-free shopping and sign up for loyalty cards
- ◇ Mobile payment systems
- ◇ A Click & Collect area where online customers can pick up their products in-store in less than 24 hours
- ◇ Home delivery
- ◇ Two hours of free parking for loyalty card customers

ACTIVITIES AND CUSTOMISATION SERVICES

- ◇ A nail bar on the second floor with a view of the Seine
- ◇ In-store customisation of sunglasses or jeans according to the customer's preference
- ◇ An engraving service in the jewellery department



GRAND BEAU, THE FULLY CERTIFIED ORGANIC RESTAURANT

Grand Beau, a fresh and fully organic restaurant, is opening on the third floor of Galeries Lafayette Beaugrenelle. Ludovic Delille, the chef behind restaurants Les Fauves and Tante Louise, transforms the menu with the seasons, using local products to create accessibly priced culinary delights.

Bistro-style cuisine at breakfast, lunch and dinner with cocktail and tapas menus and brunch at weekends mean Grand Beau has what it takes to become a standout restaurant in the west of Paris. Delphine Sauvage has designed a warm and natural space, applying an earthy decorative theme that is epitomised by the rammed-earth bar in the centre of the restaurant.

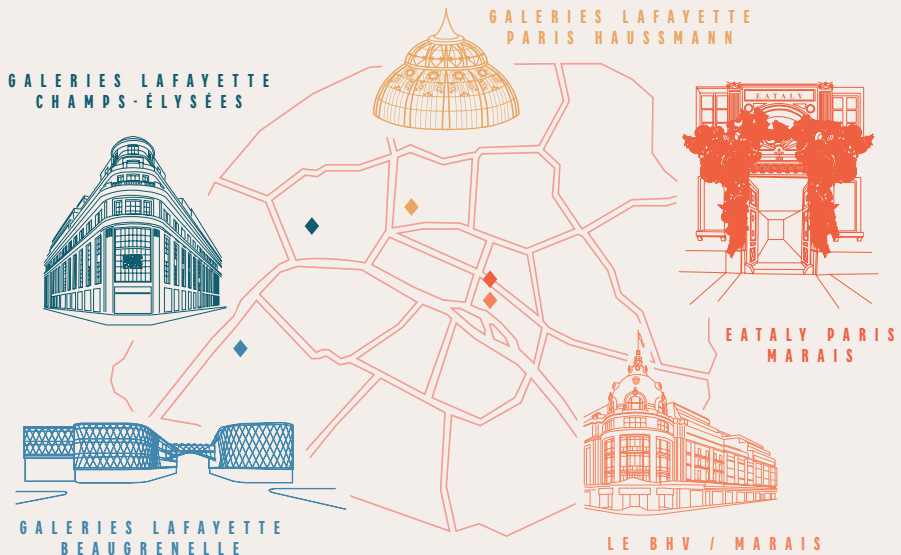


A GREATER RETAIL PRESENCE IN PARIS

In the first half of 2019, the Galeries Lafayette Group opened two new stores in Paris: Galeries Lafayette Champs-Élysées and Eataly Paris Marais. These new openings joined the Group's two flagship locations, Galeries Lafayette Paris Haussmann and BHV Marais.

By opening a new store at Beaugrenelle, Galeries Lafayette is boosting its presence in Paris and offering a complementary range of goods and services that match what the shopping centre's visitors expect and want.

Galeries Lafayette is the leading city-centre retailer in France and its regional network is a major strength in its business model, actively contributing to increasing the appeal and growth of the surrounding areas at each of its locations.



BEAUGRENELLE, THE FEEL GOOD PLACE



Since opening in October 2013, Beaugrenelle has established itself as Paris's unmissable, stylish, premium shopping address. Located on the banks of the Seine, just a stone's throw from the Eiffel Tower, Beaugrenelle is home to a collection of exceptional brands in fashion, beauty, homeware, leisure and food, as well as an ever-evolving range of pop-up stores. "The Collection By", for example, is even dedicated to temporarily hosting new or more established brands. Bang on trend, the exceptionally serene settings at Beaugrenelle provide the perfect conditions for an enjoyable day out. Its daring architecture designed by Valode & Pistre offers a luminous setting for the Grand Mobile, a sculpture by Xavier Veilhan exhibited at the heart of the atrium. Its Pathé cinema screens and the Eclectic restaurant bear of the famous designers Ora-ïto and Tom Dixon. A lively and inspiring destination, Beaugrenelle is open 7 days a week and offers an indulgent and attentive experience as well as a variety of artistic and cultural events, making it a destination for discovery and enjoyment. Beaugrenelle welcomes 13 million people every year, including a very large number of tourists. Acclaimed and highly popular, the site has received numerous prizes, including the ICSC European Shopping Centre Award in 2015.



APSYS, PASSIONATE ABOUT CITY AND RETAIL

Property developer created in 1996, Apsys designs, builds and manages iconic shopping destinations and mixed-use projects that among which Beaugrenelle! Apsys manages a portfolio of 34 assets in France and Poland (including Beaugrenelle, Manufaktura, Posnania and Muse, all winners of the ICSC European Shopping Centre Award), and is leading 5 projects under development, including Bordeaux Saint-Jean, a mixed-use operation of "urban haute couture", and 10 Solférino, a project to redevelop the historic socialist party headquarters. Apsys Lab, an internal innovation platform, analyses the DNA of places and anticipates emerging trends, thereby shaping cities, shopping and the uses of tomorrow.



BRANDS

4711	Cas8	Gant	Lancome	Nobis	Sebago
727 Sail Bag	Caudalie	Gas	Lanvin	North Face	See By Chloé
A.p.c.	Cerruti	Geodesis	Laurence Dumont	Novex Mirors	Self Portrait
Acqua Di Parma	Champion	Geox	Lazartigue	Novex Rasage	Serafini
Adidas	Chanel	Gérard Darel	Le Baigneur	Nuxe	Serge Lutens
Agil	Chiara Ferragni	Ghd	Le Bourget	Ocoteane	Seven
Agnelle	Chillys	Givenchy	Le Chair	Oolution	Shiseido
Alighieri	Chloé	Glp Vernis A Ongles	Le Coq Sportif	Opi	Simone Pérèle
American Vintage	Chloé Stora	Green Factory	Le Petit Trou	Organic Cocoon	Sisley
Annick Goutal	Christian Dior	Grenson	Le Tanneur	Orlane	Smr
Anthology	Christophe Robin	Gucci	Leon & Harper	Ouai Haircare	Soft Stretch
Apc	Clarins	Guerlain	Leonor Greyl	P. Vaux	Soline Camart
Arden	Clinique	Guess	Les Poulettes Paris	P.m. Essentiel	Specific
Aristide	Closed	Hackett	Les Tropicennes	Paco Rabanne	St Gervais Mt Blanc
Aristocrazy	Coach	Hanka In	Levi's	Paire & Fils	St Tropez
Armani	Colorful Standard	Happy Socks	Lexon	Palladium	Stand
Asics	Comptoir GL	Havaianas	Lierac	Panafria	Stellar
Atelier Auguste	Converse	Henriette H	Lk Bennett	Parajumpers	Studio Celeste
Atelier Cologne	Cosmo	Hermes	Longchamp	Patine	Sunglass Hut
Atelier De L'armée	Christophe Grenouille	Herome	Louis Pion	Patricia Blanchet	Superga
Atelier Emma Et	Cult Gaia	Herschel	Louise Dagorne	Patyka	The Kooples
Chloé	Danse Lente	Holzweiler	Love Stories	Paul Smith	The Xouxou
Atelier Fb	De Fursac	Hom	Lovingstone	Payot	Thierry Mugler
Atelier Privé	Deciem	House 99	Mackage	Persee	Timberland
Avril Gau	Decleor	Hugo Boss	Maison Boinet	Pete Sorensen /	Tommy Hilfiger
Azzaro	Dim	Hugoboss	Maison Fabre	Monterey	Tommy Jeans
Bacon	Diesel	Icone	Maison Irem	Petit Bateau	Tommy Sport
Balaboo	Digel	Impetus	Maison Labiche	Petite Mendigote	Tommy Tailored
Basket Smr	Dim	Insima	Maison Lejaby	Phytosolba	Topo Designs
Baxter Of California	Dolce & Gabbana	Inuovo	Couture	Picture	Ugg
Bensimon	Dore Dore	Invicta	Manas (Tandem)	Pldm By Palladium	Undress Code
Berdoues	Dr Martens	Iro	Manucure Fdr	Plisson Rasage	Valentino
Billy Belt	Eastpak	Isabel Marant	Margherita	Polo	Van Cleef & Arpels
Biotherm	Ecoalf	Isotoner	Margot Et Tita	Prada	Vanessa Bruno
Birkenstock	Eden Park	Issey Miyake	Maria Black	Puma	Vanrycke
Bleu Foret	Ellesse	J.b. Martin	Mariner	Pyrenex	Vans
Bobbies	Embryolisse	J.p. Gautier	Martin Margiela	Rains	Veja
Bocage	Eminence	Jerome Dreyfuss	Martinelli	Ralph Lauren	Versace
Bohemian Rhapsodie	English Factory	Jodhpur	Max Mara We	Red Valentino	Victoria
Bonanza	Eolys Beaute	John Masters Organic	Mellow Yellow	Redline	What For
Bonne Maison	Esprit	Jonak	Memo	Reebok	Wolford
Bonton	Esteban	Juliette Has A Gun	Minelli	Rejina Pyo	Woolrich
Boss	Estée Lauder	Karl Lagerfeld	Miroir	Reminiscence	Yardley
Burberry	Esthederm	Kenzo	Momoni	Rien	Yves Saint Laurent
Burlington	Etoile	Kickers	Mont Blanc	Repetto	Z&M
By Far	Faguo	Kids And Kickers	Moon Boots	Rituals	Zadig & Voltaire
By Terry	Falke	Kitsune	Morganne Bello	Rive Droite	Zag Bijoux
Cacharel	Fashion Integrity	Kocostar	Mr Moustache	Rivecourt	Zero Feel
Cadet Rousselle	Faustine	Kooples Sport	Naia	Rochas	Zespa
Cahu	Fila	Kost	Narciso Rodriguez	Roger Gallet	Zoé Chocco
Calvin Klein	Filorga	L'artisan Parfumeur	Nat Et Nin	Rue De Verneuil	
Camille Enrico	Fjall Raven	L'autre Chose	National Standard	Saeve	
Canada Goose	Foreo	La Brune & La Blonde	New Balance	Samsøe Samsøe	
Cardin	Furla	La Promenade	New Era	Samsonite	
Carhartt	Furterer	Labonal	Ngo	Sand And Sky	
Carroll	Galenic	Lacoste	Nike	Sandqvist	
Caron	Galeries Lafayette	Lancaster	Nina Ricci	Save The Duck	
Cartier	Ganni	Lancel	No Name	Schott	

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