



PRESS RELEASE

Galeries Lafayette announces an exclusive partnership with Aditya Birla Group to expand its presence in India

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Galeries Lafayette accelerates its international expansion and announces that it has signed an exclusive partnership with the Aditya Birla Fashion and Retail Limited, a leading Indian family-owned company with recognized expertise in the retail sector, to develop its brand in India. This partnership will see the opening of flagship stores in Mumbai followed by New Delhi, the two key luxury markets in India, and the launch of a dedicated e-commerce platform, galerieslafayette.in.

The first store opening is scheduled for 2024 in the heart of Mumbai. It will be housed in two century-old buildings in the heritage precinct of Fort, the leading commercial and cultural hub of the city. The building is currently being renovated by the architectural firm Virgile & Partners, who have worked extensively on storied department stores globally. With a surface area of over 8,000 sq.m, Galeries Lafayette will put its savoir-faire in fashion and lifestyle to create a concept-department store with a bespoke offer that will include more than 200 both international and local brands and perfectly address the expectations of a millennial luxury consumer. Backed by personalized assisted shopping, digital check in and omni-channel enabled connected shopping, the stores will provide a 360-degree retail experience that speaks directly to customer's needs.

The 5,500 sq.m store in Delhi, which will open on similar time lines, will be a part of India's most celebrated luxury mall, DLF Emporio. The store will complement the current offering at the mall with a set of young, exciting designer brands across multiple categories in the medium term.

Commenting on the announcement, Nicolas Houzé, Galeries Lafayette and BHV Marais CEO, declared: "We are proud to expand our international footprint in such a prestigious and refined market as India, where we believe our brand can benefit from a strong potential. It is also a new illustration of our ambition to reach 20 stores abroad, with a primary focus on China, Asia and Middle East by 2025. We are very pleased to be working with Aditya Birla Group on this project, with whom we share the same values and vision on retail, and are convinced that they are the right partner to enable us to meet the expectations of Indian customers."

Ashish Dixit, Aditya Birla Fashion and Retail Managing Director, added: *"This is a coming-of-age moment for Indian luxury. India is now home to a generation of young, and affluent consumers, with global exposure, who are willing to spend on the finer things in life. This is visible in the boom and dynamism of the luxury market. The partnership with Galeries Lafayette is a ringing endorsement of India's significance as a global luxury market and a future engine of growth for luxury brands. The Aditya Birla Group's deep and nuanced understanding of the luxury landscape on the back of our portfolio of designer brands, combined with Galeries Lafayette's global experience, will enable us to create a world-class destination for Indian consumers and global luxury brands".*

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About Galleries Lafayette

A world-famous, leading French department store, Galleries Lafayette has been the undisputed expert in fashion and events for the past 130 years. It strives to make each visit 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 57-store network in France - including 19 of its own and 38 subsidiarised ones - and ten current and upcoming international stores , its e-commerce website gallerieslafayette.com and its off-price activity Galleries Lafayette L'Outlet.

For more information about gallerieslafayette.com, go to [Facebook](#) and Instagram ([@gallerieslafayette](#))

About Aditya Birla Fashion and Retail Limited (ABFRL)

Aditya Birla Fashion and Retail Limited (ABFRL) is India's first billion-dollar pure-play fashion powerhouse and is part of USD 60 billion global conglomerate, Aditya Birla Group. It is the largest multi-brand retailer of International brands and has long-term exclusive partnerships with select brands such as Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle and Reebok under 'The Collective'. The company owns India's largest fashion brands - Louis Philippe, Van Heusen, Allen Solly and Peter England and operates a network of 3500 stores across various brands and formats. ABFRL has strategic partnerships with designers such as 'Shantanu & Nikhil', 'Tarun Tahiliani', 'Sabyasachi' and 'House of Masaba'. In the branded ethnic wear, ABFRL has brands such as Jaypore, Tasva Marigold Lane.