

The Galeries Lafayette group launches Lafayette Brand Booster, a unique support service for “Digital Native Vertical Brands”

Lafayette Brand Booster today kicks off its first nine-month program of customized support for four promising DNVBs

Paris, October 21st 2019

Three years after the successful launch of Lafayette Plug and Play - a business accelerator for new players transforming fashion and retailing – the Galeries Lafayette group continues to innovate and actively back start-ups. Today it launches Lafayette Brand Booster, a unique support service for “Digital Native Vertical Brands”. DNVBs focus on community building through their social networks and control their entire value chain, from manufacturing to distribution.

Lafayette Brand Booster is a business accelerator that supports five start-ups a year with a nine-month program designed to help develop their distribution, communication and production strategy. It is exclusively aimed at French lifestyle DNVBs active in the same sectors as the Group - Fashion, Accessories, Beauty, Health, Home, and Food. Candidates must also have enjoyed an initial phase of significant growth and popularity, with at least half their sales generated online and no less than 5,000 followers on their social networks.

The Lafayette Brand Booster program is purposely restricted to a small number of brands. Successful candidates receive customized support including funding, in-store and online distribution opportunities within the Galeries Lafayette group, workshops, and intensive mentoring sessions with sector experts from both the Group and the Lafayette Plug and Play ecosystem. Throughout the program, the selected companies are housed in purpose-designed Paris premises.

The first ever Lafayette Brand Booster program kicks off today, October 21st 2019. Its pioneering group of four promising brands were chosen after a call for applications at a Selection Day last October 3rd. They are By Charlot, Ciaooo, Cozie and Smoon, and are respectively active in the Home, Health, Cosmetics and Hygiene sectors.

Commenting on the launch, Galeries Lafayette Group's Director of Strategy and Transformation, Matthieu Caloni, said: *“Lafayette Brand Booster confirms the Galeries Lafayette group's historical role in unearthing, revealing and supporting the young brands and designers that are part of the shift in consumer trends and help transform our stores' business model. Our group is actively pursuing its omnichannel innovation strategy with this unique program, reinforcing exclusive collaborations with high-potential start-ups that target Millennials in particular, and developing new synergies between its online and in-store offering.”*

Pieter Lammens, Director of Lafayette Brand Booster and Lafayette Plug and Play, also commented: *“The French ecosystem is very fertile ground for lifestyle brands. However, when they start out, they often suffer from lack of funding and support from physical distribution networks. Lafayette Brand Booster meets those needs and will also foster more synergies between Lafayette Plug and Play's BtoB start-ups and its own fledgling BtoC enterprises.”*

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The companies selected for this first program are:

By Charlot, <https://www.bycharlot.co>

By Charlot offers a wide range of exceptional interior plants, exalted by their elegant pots made from brass, metal or ceramics. Each pot has a label with the plant's name and can be personalized by the client.

Ciaooo, <https://ciaooo.today>

Ciaooo has developed a range of dietary supplements made from nootropics, substances recognized for their capacity to improve mood, sleep and memory, reduce tiredness, and increase concentration and creativity. The concentrates are 100% natural and Made in France and have been developed to support physiological as well as mental well-being.

Cozie, <https://www.cozie-bio.com>

CoZie offers a range of Organic, Made in France & Zero Waste cosmetic products, good for the skin and for the planet. Customers can bring back CoZie's empty bottles and refill them through the brand's dispenser.

Smoon, <https://smoon-lingerie.com>

SMOON is a Techwear brand specialised in underwear. It offers an alternative to traditional disposable female hygiene products - period panties, that combine performance and comfort. Thanks to SMOON, women can feel confident and free in their movements even during their periods.

Learn more at: www.lafayettebrandbooster.com.

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About Galeries Lafayette group

Specialised in city-centre fashion retailing, the Galeries Lafayette group is a family-run private group, with 120 years' history in commerce and retail. A key player committed to provide the best possible experience in retail and creation and a major private employer in France with 14,000 employees, the Group is committed to setting the standard as an omni-channel and responsible retailer that puts the customer first and is actively engaged in promoting the French "Art of Living". With retail sales of Euros 4.5 billion, the Group enjoys international recognition through its iconic brands: Galeries Lafayette, BHV MARAIS, La Redoute, Eataly Paris Marais, Galeries Lafayette-Royal Quartz Paris, Louis Pion, Guérin Joaillerie, Mauboussin and BazarChic. The Group supports the brands in their asset, digital and creative transformation through Citynove, Lafayette Plug and Play and Lafayette Anticipations - Galeries Lafayette Corporate Foundation. More information on groupegalerieslafayette.com, on LinkedIn and on Twitter (@Galeries_Laf)

About Lafayette Brand Booster

Launched by Galeries Lafayette Group in 2019, Lafayette Brand Booster is a one-of-a-kind support system for Digital Native Vertical Brands. It functions as a business accelerator, and supports French DNVBs in the Fashion, Accessories, Beauty, Health, Home and Food sectors that have enjoyed a first phase of significant growth and popularity on their social networks. Lafayette Brand Booster offers four selected brands a customized nine-month program designed to help them develop their distribution, communication and production strategy. It includes funding, online and in-store distribution opportunities, and intensive mentoring.

Learn more at: www.lafayettebrandbooster.com