



PRESS RELEASE

Galeries Lafayette is participating in the first *China International Consumer Products Expo* in Haikou, in Hainan Province, from 7 to 10 May 2021

Paris, April 11th, 2021

Galeries Lafayette announces its participation in the inaugural edition of the *China International Consumer Products Expo*, which will be held in Haikou, capital of Hainan Province in China, from 7 to 10 May 2021. Participating in this exhibition, a key platform facilitating international companies' access to the local Hainan market, is a new opportunity for Galeries Lafayette to strengthen its economic and trade partnerships in China.

In the Business France pavilion located in the "Fashion Life" space (hall 5), Galeries Lafayette presents a singular universe aimed at reflecting a certain French Art of Living and showing the best of the fashion and lifestyle experience underlying its know-how, offering visitors an experience that transports them to under the legendary Coupole of its flagship store on the Boulevard Haussmann in Paris.

Its presence at the first edition of this exhibition confirms Galeries Lafayette's ambition to develop business in a key market for the company. After the high-profile opening of two flagship stores in Beijing in 2013 and Shanghai in 2019, an agreement for a third store in Guiyang, in Guizhou Province – set to open in 2022 – was signed in October 2020. Galeries Lafayette hopes to have eight stores in China looking to 2025.

In the run-up to this exhibition, Philippe Pedone, Head of International Development for Galeries Lafayette, said: "We are happy to participate in this first edition of the *China International Consumer Products Expo*, a new illustration of our determination to bolster our presence in China over the next few years. We are convinced that the meetings that will take place during this exhibition will help boost this ambition, in the heart of a high-potential region that offers particularly attractive development prospects thanks to the free-trade principle initiated by the Chinese authorities last year."

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About Galeries Lafayette

Leading French department store player and famous throughout the world, Galeries Lafayette has been an unrivalled specialist in fashion and experience marketing for 125 years. It aims to make each visit a unique experience and offer

its French and international customers a range of constantly renewed brands, ranging from affordable to premium and luxury. The Galeries Lafayette brand, covering a wide range of segments taking in fashion and accessories, decoration, food and catering, promotes its offering thanks to a network of 65 stores in France and abroad, the merchant website galerieslafayette.com and the Galeries Lafayette Outlet discount store. For more information about galerieslafayette.com, go to Facebook and Instagram (@galerieslafayette).