



## PRESS RELEASE

### **Galeries Lafayette launches *Galeries Lafayette - La Cagnotte*, its online money pot service**



**Paris, June 25, 2020**

Galeries Lafayette continues its omnichannel transformation and announces the launch of *Galeries Lafayette - La Cagnotte*, its first online money pot service for gift giving. This secure platform has been available since June 24, 2020 at [cagnotte.galerieslafayette.com](https://cagnotte.galerieslafayette.com) and on the homepages of [galerieslafayette.com](https://galerieslafayette.com) and [bhv.fr](https://bhv.fr). It offers French, urban, connected customers access to the department stores' extensive selection of products and services so they can find a special gift for their loved ones.

This money pot system rounds out the online and in-store shopping experience already offered by Galeries Lafayette. The new service is simple and user-friendly, and customers enjoy a 5% bonus when they transform the money they have collected into an e-gift card to spend at Galeries Lafayette and BHV MARAIS' online and physical stores. Alternatively, they can transfer the entire amount to a bank account at a reduced commission rate, or gift it to another person. The service, which draws on Galeries Lafayette's long-standing expertise in personal shopping advice, is also intended as a source of suggestions and inspiration and boasts a dedicated search engine to help customers find suitable gift ideas.

Commenting on the launch, Galeries Lafayette store network Director, Tony Gilles, declared: "With *Galeries Lafayette - La Cagnotte* we are enriching our omnichannel strategy with a new, high value-added service in a high-potential market. And although the virtual nature of the online money pot service somewhat removes the personal, festive and friendly touch associated with gift giving, the inspiration engine developed specifically for this service, and its access to all the Galeries Lafayette and BHV MARAIS products and services, allow us to enhance our relationship with customers and meet their expectations as fully as possible."

## **Press Contact**

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### **A propos des Galeries Lafayette**

A world-famous, leading French department store, Galeries Lafayette has been the undisputed expert in fashion and events for the past 125 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 65-store network in France and abroad, its e-commerce website [galeriesslafayette.com](http://galeriesslafayette.com), and its off-price activity Galeries Lafayette L'Outlet.

More information on [galeriesslafayette.com](http://galeriesslafayette.com), on Facebook and on Instagram (@galeriesslafayette)