



PRESS RELEASE

Galeries Lafayette unveils a new local department store in Beaugrenelle Paris

Paris, November 7th, 2019

Galeries Lafayette is opening a new local department store on November 12th 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 as well as 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 setting on the top floor of the store.

Commenting the store opening, Nicolas Houzé, Chief Executive Officer of Galeries Lafayette and BHV MARAIS, said: "As we come to the end of a particularly busy year for our Group, we are delighted to further reinforce our footprint in the heart of the French capital by moving into Beaugrenelle. This new

location in Paris, the third this year after we opened Galeries Lafayette Champs Elysées and Eataly Paris Marais, will enable us to better serve our clients in the west of the city in a setting that perfectly reflects the premium positioning of the Galeries Lafayette brand.”

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About Galeries Lafayette

Leading department store in France and famous all around the world, Galeries Lafayette has for the past 120 years been the undisputed expert in fashion and events, striving to make each visit to be 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 galerieslafayette.com, and its off-price activity Galeries Lafayette L'Outlet.

More information on galerieslafayette.com, on Facebook and on Instagram (@galerieslafayette)