



PRESS RELEASE

Etam Group joins the Lafayette Plug and Play open-innovation ecosystem as a corporate partner, to take the customer experience to the next level and invent the future of retail

Paris, 22 September 2020

The Lafayette Plug and Play innovation platform has entered into a major new partnership with Etam Group. This key player in lingerie and fashion will boost the Lafayette Plug and Play ecosystem's virtuous open-innovation model and benefit the retail and fashion sectors. And the startups in the ecosystem can now enjoy preferential access to Lafayette Plug and Play's 16 corporate partners, to rise to their new challenges in the phygital sphere.

Etam Group is a pioneer in the digital customer experience, constantly building bridges between its bricks-and-mortar stores and online universe, and places its phygital approach at the core of its strategy. This partnership is putting Etam Group in a position to build closer ties with the sector's most innovative startups in France and worldwide, to take the customer experience to the next level and invent the future of retail.

To do this, Etam Group will be able to leverage the ecosystem that Lafayette Plug and Play has been building for over four years. It is accelerating 141 startups and scaleups, has identified hundreds of targeted solutions around the world, and these solutions are ready to be harnessed to enable its partners to reach their goals in the digital arena.

This partnership will for example enable Etam Group to fast-track a solution based on Livestream Shopping, with startup Bambuser, at its next Live Show.

"We're thrilled to be part of the Lafayette Plug and Play ecosystem. This platform is geared for retail and is a perfect fit for our lines of work. We can pinpoint the French and international startups that are exactly right for us, to tap into their expert insights and first-class support. Our goal with this partnership is to keep on speeding up the integration of innovative solutions, to enhance the customer experience and roll out an omnichannel business model," says Elya Hasson, Etam Group's Chief Digital Officer.

Pieter Lammens, Lafayette Plug and Play's Director, adds, *"We're very pleased to welcome Etam Group into our ecosystem. Retailers need to adapt faster than ever to the new trends reshaping consumption habits, as these trends are gaining traction due to the health crisis. Now that it has joined our 15 other corporate partners, France's leader in fashion and lingerie is enjoying tailored sourcing solutions and an open environment for conversations between the big players transforming the sector."*



Press contacts

Alexandra van Weddingen
VP Corporate Communications - Galeries Lafayette Group
avanweddingen@galeriesslafayette.com
+33 1 45 96 68 44

Anne-Sophie Duthion
Marketing & Communication Manager - Lafayette Plug and Play
annesophie@lafayetteplugandplay.com
+33 6 24 25 27 76

Stéphanie Bastard de Crisnay
Corporate Communications Director – Etam Group
stephanie.bastarddecrisnay@etam.fr
+33 6 09 98 51 32

About Lafayette Plug and Play (lafayetteplugandplay.com)

As the first innovation platform fully dedicated to the digital transformation of the retail and fashion industry, Lafayette Plug and Play was born through a partnership between the Galeries Lafayette group and the Californian accelerator Plug and Play Tech Center. Since its creation in 2016, 15 other leading names in the retail industry have joined in order to boost their digital and cultural innovation process. Lafayette Plug and Play, which occupies a 1,000 sq. metre innovation workspace in the heart of Paris, connects retail corporations with the best-suited startups and scaleups so they can accelerate their digital transformation and optimise their results, with a view to creating a virtuous ecosystem in the French and European markets. Lafayette Plug and Play has two annual intakes, and offers entrepreneurs a three-month business acceleration program.

About Etam Group (www.groupe-etam.com)

Over a century old and still family-run, Etam Group is a leader in France and a prominent name in lingerie and fashion worldwide. With its distinctive identity and time-honoured expertise, Etam Group nurtures a unique relationship with its customers through its brands Etam, Maison Cent Vingt-Trois, Undiz, LiVvy and Ysé, and their networks, in more than 1,400 stores in 55 countries.