



PRESS RELEASE

Galeries Lafayette Haussmann is launching “Exclusive Live Shopping”, a personalised live video retail service

Paris, 26 May 2020

Galeries Lafayette Haussmann is ramping up its omnichannel transformation with the launch of “Exclusive Live Shopping”, a new high-end and entirely personalised shopping experience that gives shoppers access to a large part of the luxury and premium range at the Galeries Lafayette flagship store from the safety of their homes via live video, with the assistance of a personal shopper or brand ambassador.

Although the store closed its doors on 15 March and will not reopen until further notice due to the pandemic, this new service offers over 120 brands in fashion, beauty and accessories, including all of the leading names in luxury available in-store. With support offered in several languages, the service is open to customers everywhere, in France and beyond, and offers next day home delivery and same day click & collect in-store.

Exclusive Live Shopping launched on Friday 22 May via a special platform on galerieslafayette.com, the Galeries Lafayette e-commerce website. To roll out this new omnichannel service, Galeries Lafayette worked with GoInStore, a start-up accelerated by Lafayette Plug and Play, the innovation platform created by the Galeries Lafayette Group and Plug and Play Tech Center.

Commenting on this announcement, Alexandre Liot, Director of Galeries Lafayette Haussmann, said: “We strongly believe in omnichannel retail, and the unprecedented situation that we have just experienced drove us to demonstrate the extent of our agility and creativity. Our objective is clear: making what we offer at our flagship store on Boulevard Haussmann accessible to as many people as possible, beyond its walls. With this in mind, we have increased our initiatives in recent months, for example by ramping up the rollout of hands-free and ship-from-store shopping. With Exclusive Live Shopping, we are taking a new step towards the unique experience that we wish to offer our clients, alongside the leading luxury brands that have wholeheartedly supported us within very tight deadlines.”

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About Galeries Lafayette

The leading department store in France and famous all around the world, Galeries Lafayette has for the past 125 years been the undisputed expert in fashion and events, and strives to make each visit a unique experience, offering French and international customers a constantly renewed selection of the best brands, from the affordable to premium and luxury. Present in the fashion, accessory, interior decoration, fine food and catering segments, the Galeries Lafayette brand is celebrated for its network of 65 stores in France and abroad, its e-commerce website galerieslafayette.com, and its clearance business Galeries Lafayette L'Outlet.

Find out more on galerieslafayette.com and on Facebook and Instagram (@galerieslafayette)