



PRESS RELEASE

Galeries Lafayette Haussmann celebrates the French capital with summer event “Paris Mon Amour”

Paris, July 7, 2021

Yesterday, at an official ceremony attended by the Mayor of Paris, Anne Hidalgo, Galeries Lafayette Haussmann launched its summer event, “Paris Mon Amour”.

From July 6 to August 31, the flagship department store on Paris’ Boulevard Haussmann is joining forces with the Paris Convention and Visitors Bureau, the Paris Region Tourist Board and Atout France to celebrate Paris, its lifestyle and rich cultural offering. Each of the store’s window displays features a declaration of love to the capital with Parisian photographer Thibaut Grevet’s pictures of its most iconic locations, from Place de la Concorde and the Eiffel Tower to the Canal Saint Martin and Pigalle.

The inauguration included unforgettable performances by the guests of honour: Parisian brand AML hung a giant heart under the store’s famous Coupole, Disneyland Paris characters paraded through the department store, and Moulin Rouge dancers put on a show on the terrace.

More events are scheduled throughout the summer and the celebration also comes with an enriched selection of local brands and products, including Ateliers de Paris’ range of exclusive “Fabriqué à Paris”, or “Made in Paris” products. This brand also invites visitors to make round-up donations at the till for its endowment fund so it can continue its work developing and promoting local art, fashion and design in Paris.

At the inaugural event, Nicolas Houzé, CEO of Galeries Lafayette, commented: “As everyone’s lives gradually return to normal, we felt it was crucial for us to help relaunch Paris by making it the focus of our summer event. ‘Paris Mon Amour’ also celebrates people’s resilience through the crisis and their ability to imagine easier times, by highlighting what makes Paris a must destination for both French and international visitors.”

Anne Hidalgo, Mayor of Paris, declared: “ Paris, the world’s tourism capital, is a city that shines, that is open to the world, where gatherings, dialogue and exchanges have a special place. We had to adapt to tackle the pandemic crisis and now, the future is starting to look brighter. In this context of recovery, I wholeheartedly welcome the Galeries Lafayette group’s festive event celebrating our way of life. Paris, Mon Amour is a wonderful opportunity to spotlight the creativity of Paris’ tourism professionals, its artisan workshops and craftspeople. I love Paris, we love Paris, and that is why we will always make sure it continues to shine well beyond our frontiers.”

Valérie Péresse, President of the Paris Region, also declared: “The Paris Region is the world’s top tourism destination with over 50 million visitors in 2019. Its tourism sector, which employs some 500,000 people, took a huge hit. The Paris Region suffered three blows with strict lockdowns, a scarcity of domestic tourists in the summer, and no business travellers at all. That is why the Region has made every effort to support the sector’s professionals with substantial aid packages (the “prêt rebond” recovery loan scheme, the “fond resilience” business support fund, rent support, the digital cheque, etc.). We welcome the Galeries Lafayette group’s initiative to help relaunch tourism in the capital. It is a vital move if we want to avert a second summer without tourists. You have our full backing and concrete support – for example, we have cancelled the Covid debt of some 2,000 very small businesses and small enterprises in the tourism sector.”

Caroline Leboucher, CEO of Atout France added: “As international travel gradually picks up, Atout France is delighted to help promote Paris, its lifestyle and cultural and tourism sites by partnering with Galeries Lafayette, the Paris Region Tourist Board, and the Paris Convention and Visitors Bureau for the ‘Paris Mon Amour’ event. The Paris region’s tourism players were particularly hard hit by the crisis when long-haul travel and all events sector activities ground to a halt. They can now rely on Atout France’s full support and mobilization to drive the recovery of tourism in France.”

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About 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 57-store network in France - including 30 of its own and 27 subsidarised ones - and eight stores 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)

About Galeries Lafayette Paris Haussmann

Galeries Lafayette Haussmann has been the beating heart of the French capital since its opening in 1894. As the first European department store in terms of sales, This flagship store and its famous Art Nouveau dome are the epitome of creative energy and the spirit of the times, hosting over 2,000 brands from all around the world. This legendary “World store” is both a trend-setter and a benchmark for its 37 million annual French and international visitors alike, striving above all to provide them with a place for knowledge-sharing, influence and culture.

More information on haussmann.galerieslafayette.com