

PRESS RELEASE

Galeries Lafayette-Royal Quartz Paris announces the opening of two major boutiques in the heart of Paris

- After two-year works, the brand inaugurates its historic flagship on rue Royale with an entirely reinvented concept of luxury timepieces and jewellery
- Galeries Lafayette-Royal Quartz Paris also opens a second store at 11 rue des Archives in the center of the Marais district

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Galeries Lafayette-Royal Quartz Paris furthers its development with the opening of two boutiques in the heart of the French capital, including its flagship store located at 10 rue Royale in the 8th arrondissement of Paris.

On this occasion, Galeries Lafayette Royal Quartz Paris - formerly Royal Quartz - unveils a reinvented merchant concept in a warm and intimate “boutique-apartment” with emblematic Haussmann building architectural codes. The brand has completely redefined its positioning to offer its clients a new experience of luxury in a contemporary and unconventional atmosphere.

With a doubled surface of 250 sqm spread over two floors, Galeries Lafayette-Royal Quartz Paris offers on the ground floor iconic and exclusive pieces of the greatest watchmaking companies as well as more confidential brands. The first floor is dedicated to the new jewellery offer. The brand has also set up a range of services: a state-of-the-art workshop offers a range of services operated by certified watchmakers (maintenance, polishing, engraving and complete overhaul) and Paola Lambert, a designer from Place Vendôme, enables clients to create unique and tailor-made jewellery pieces.

Galeries Lafayette-Royal Quartz Paris also inaugurates a new showcase located at 11 rue des Archives, the first multi-brand distributor of luxury timepieces and jewellery to set up store in the Marais, in the heart of the 3rd arrondissement of Paris. This opening contributes to reinforcing the neighborhood dynamics driven by the Galeries Lafayette group, which develops an urban, commercial and cultural ecosystem around BHV MARAIS. Branching from rue de Rivoli to rue du Plâtre, this ecosystem includes its exclusive boutiques located on rue du Temple and rue des Archives; its Lafayette Anticipations Corporate Foundation dedicated to contemporary creation and the Eataly gastronomic concept, for which the Group owns the exclusive franchise rights in France, due to open in spring 2019.

The new Galleries Lafayette Royal Quartz Paris store also presents the “boutique-apartment” concept and connects it to energy of the Marais district, mixing designer furniture and a plant-covered wall. The brand offers a sharp and audacious selection of timepieces and jewellery, adapted to the expectations of local and international clients, while presenting many exclusive services such as a Rolex-certified repair and overhaul workshops and the customization of bracelets and jewellery.

Commenting on these openings, Arthur Lemoine, Managing Director of Watchmaking Activities of Galleries Lafayette, said: *"For the past two years, we have been transforming our Galleries Lafayette-Royal Quartz Paris brand and the experience offered in our stores. After winning the tender to manage the luxury watch stores of Paris Airport and launching our new identity, we are taking a major step in our development with the opening of these two prestigious stores, which illustrate - in the heart of the City of Light - our vision of a cool luxury, both elegant and pleasant, inclusive and human-oriented."*



Galleries Lafayette-Royal Quartz Paris reinvented flagship located at 10 rue Royale in Paris



ROYAL QUARTZ PARIS

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About Galeries Lafayette-Royal Quartz Paris

As the benchmark for luxury timepieces and jewellery with 17 stores in city centres and the travel retail sector, Galeries Lafayette-Royal Quartz Paris offers its French and international clients exclusive access to the most prestigious brands of watches and jewellery with unmatched quality of service in the luxury of its contemporary stores. More information on rqz-paris.com