



PRESS RELEASE

Galleries Lafayette unveils a new department store model on Paris' iconic Avenue des Champs-Élysées

Paris, March 26th 2019

Galleries Lafayette announces that its new Parisian flagship at 60 Avenue des Champs-Élysées will open officially at 12pm on Thursday 28th March 2019. With 6,500 sq.m. – the largest retail space on the iconic avenue – Galleries Lafayette Champs-Élysées is responding to new consumer behavior with an unprecedented concept store. It offers Parisian, French and international visitors a disruptive experience based on its exclusive architecture, assortment and retail model, all of which are enhanced by a series of digital innovations.

A hybrid Art Deco heritage building transformed by Danish architect Bjarke Ingels and his firm, BIG - Bjarke Ingels Group

BIG's aim was to create a platform for expression for both visitors and brands. To achieve this, it has designed a unique lay-out that enables the easy flow of visitors between indoor and outdoor spaces and encourages people to wander over the store's four highly inter-connected floors and explore the spaces devoted to shopping, restaurants and events.

A versatile, inspiring, surprising assortment so visitors can see, try and buy the best and the latest fashion, food and lifestyle creations.

The flagship offers a highly curated assortment – a combination of must-have brands and iconic products, labels previously unavailable in France or bricks-and-mortar stores, limited editions and special collaborations, all displayed in mixed, multi-category spaces. The ground floor is an immersive and event-full space with pop-up stores and a beauty area. The first floor features the fashion of the moment, with the latest trends and emerging brands, while timeless luxury brands and creative labels are on the second floor. The basement food court rounds out the offering with an original selection of groceries and eateries and helps make this flagship a fully-fledged leisure and meeting destination.



A new retail model, symbolized by 300 "Personal Stylists" recruited and trained by Galeries Lafayette to better assist customers before, during and after their visits

Future sales assistants, chosen for their love of fashion and customer focus, will receive exclusive training sessions designed in partnership with the Institut Français de la Mode, so they can make services more accessible to customers and advise them on their entire shopping experience in the store, across all the brands and universes. The customer's seamless shopping journey is further enhanced by two digital services developed by the company: the "Personal Stylist 2.0" app, which invites customers to book an appointment and discuss their needs with their chosen advisor, and the "smart hanger", a patented innovation which allows visitors to instantly obtain information about a product and its availability.

Galeries Lafayette Champs-Élysées has a new logo and visual identity specially created for this opening by design agency M/M Paris. The logo combines the power of two brands – "Galeries Lafayette" and "Champs-Élysées" – and features a dice game, with changing images on the dice sides to reflect the many facets of this hybrid venue.

Commenting on the announcement, Philippe Houzé, Executive Chairman of the Galeries Lafayette Group, declared: *"At Galeries Lafayette, we usually say that the future begins in the past. By opening on the Champs-Élysées, our Group is not only writing a new chapter in its entrepreneurial and family history, it is also fulfilling its founder's dream. A dream expressed nearly 100 years ago on the corner of the "Champs" and rue La Boétie, where in 1927 Théophile Bader planned to build a venue offering something midway between retail, services and entertainment. Today, almost 90 years later, we are delighted to pursue his grand design with a store concept that is both historic and disruptive, and which, by combining two iconic brands 'Galeries Lafayette' and 'Champs-Élysées', will also help promote a certain French 'Art de Vivre' and contribute to the revival of this world-famous avenue."*

Nicolas Houzé, CEO Galeries Lafayette and BHV MARAIS, also commented: *"Our company is currently undergoing an in-depth transformation designed to make it an omnichannel retail leader, a French fashion specialist and an international beacon. The inauguration of Galeries Lafayette Champs-Élysées is a fundamental step towards fulfilling the goal we have set ourselves. This new store concept will be a "retail laboratory" and transform our brand's relationship with its customers, partners and employees. In this respect, it is a response to emerging new consumer and collaboration practices. It is open to all the ideas that are transforming the world."*



6,500 sq. m. of highly innovative lifestyle retail space

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The ground floor, a place for engagement and experience

The ground floor is a welcoming lobby where customers are instantly plunged into the store's unique universe through an immersive tunnel of kinetic art. A team of grooms and concierges greets visitors in a space devoted to store activation and brand special projects.

The Beauty space, also on this floor, is all about the experience and is divided into three areas focused on wellbeing: Perfume, with a range of premium and niche fragrance brands, Make-up and Beauty Care.

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The first floor, a mixed-use space for creative and emerging brands

On this floor, fashion brands known for their style and creative vision are showcased through collaborations and limited editions.

The Leather Goods selection of emerging brands is next to a Jewelry space, an assortment of unisex Sneakers, a Denim Lab and a range of designer Gift and Tech items.

A one-of-a-kind space called *Buy now, Wear now*, evolves with the seasons offering a range of goods that inspire a sense of immediacy.

Citron, a unique coffee lounge designed by Simon Porte Jacquemus and the Caviar Kaspia Group, is also on this floor near the podium staircase. Its "easy living" design invites customers to enjoy a memorable break in the very heart of the store, overlooking the avenue.

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The second floor, a mixed-use space offering a new take on luxury

The aim on this floor is to offer an unexpected, emotional, distinctive fashion range. Iconic women's and men's fashion luxury houses, as well as little-known designers, are showcased through six hanging glass boxes intended as indoor shop windows.

Near the restaurant, Oursin – also designed by Simon Porte Jacquemus and operated by Kaspia – a highly curated Jewelry selection rubs shoulders with a Leather Goods and Shoe range featuring more well-established brands.

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A basement food court

The basement boasts an original array of groceries and eateries. The space, which is divided into sweet and savory sections, comprises ten counters arranged around large, welcoming shared tables. This is the first Paris Food Court to open seven days a week, and it features original concepts designed by our partners, with new products and exclusive names.



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About Galeries Lafayette Champs-Élysées

In 2019, Galeries Lafayette moves to 60 Avenue des Champs-Élysées in Paris. With 6,500 sq.m. – the largest retail space on the avenue – this new address offers Parisian, French and international visitors a new department store model. It is a one-of-a-kind, intimate, responsive store that's in tune with new consumer and production practices. This innovative concept is based on a unique architectural setting, an inspiring and surprising assortment, and a new high-end retail model.

60 avenue des Champs-Élysées, 75008 Paris

Open Monday to Saturday, from 10:30am to midnight, and on Sunday from 10:30am to 9pm

www.galeriesslafayettechampselysees.com

[@galeriesslafayettechampselysees](https://www.instagram.com/galeriesslafayettechampselysees)

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, catering and outlet sectors, Galeries Lafayette is celebrated for its network of 62 stores in France and abroad, including the flagship store on the Boulevard Haussmann in Paris and its online shopping site, galeriesslafayette.com.

More information on Galeriesslafayette.com. Follow us on Facebook (Galeries Lafayette) and Instagram [@galeriesslafayette](https://www.instagram.com/galeriesslafayette)

