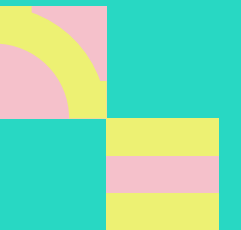


GALLERIES LAFFAYETTE CHAMP EYSEES





Galleries Lafayette Champs-Élysées : a whole realm of possibilities **8**

A hybrid concept for a reinvented customer journey
A new, one-hundred-year-old store
Champs-Élysées, Galeries Lafayette's new Parisian venture

A New Visual And Architectural Identity **14**

From 1930s "Art Deco" to Bjarke Ingels "Pragmatic utopia":
100 years of contemporary architecture
Bjarke Ingels, "Yes is more"
A platform for creation and dialogue
Champs-Élysées, the other Galeries Lafayette logo

A new assortment strategy to better capture the spirit of the times **28**

An assortment that allows visitors to see, try and buy the best
and the latest fashion, food and lifestyle creations
Exclusive, but inclusive!
Four lifestyle floors devoted to Fashion, Food and Beauty
A surprising, exhilarating Fashion range
Food spaces throughout the store

A new customer-centric retail model based on relationships and conversations **38**

An unprecedented vision: a Personal Stylist for everyone
Personal Stylists, customer-relations experts
Cutting-edge, innovative services

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, with characteristic dynamism, the Group is reviving his project, which was derailed by the 1929 crisis. Galeries Lafayette Champs-Élysées is deeply rooted in its past, yet decidedly forward-looking. It promises to be an innovative, engaged company that continues to unfailingly support fashion and design.

This new store concept, which is both disruptive and steeped in history, allows us to combine two iconic brands, 'Galeries Lafayette' and 'Champs-Élysées', which enable us to promote a certain French 'Art de Vivre' and contribute to the revival of this world-famous avenue.

With a store on the Champs-Élysées, Galeries Lafayette is opening up a whole realm of possibilities. Like its architecture, the new store is utopian and pragmatic. It connects our cosmopolitan, responsible customers with all the best, boldest, most liberated, and most generous products our epoch has to offer.

Welcome to Galeries Lafayette Champs-Élysées!

Philippe Houzé
Executive Chairman
Galeries Lafayette Group





GALLERIES
LAFFAYETTE
CHAMPS
ELYSEES

A WHOLE
REALM OF
POSSIBILITIES

GALERIES LAFAYETTE CHAMPS-ÉLYSÉES A WHOLE REALM OF POSSIBILITIES

A hybrid concept for a reinvented customer journey

A new address that breaks with tradition. On March 28th 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 aims to offer local and international visitors a one-of-a-kind, more intimate and responsive department store model that is in tune with new ways of consuming and producing. This disruptive concept, with its own logo and visual identity, is based on a unique architectural setting, an exceptional assortment and an unprecedented retail model 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) into a global platform for expression for visitors, brands and their guests.** BIG designed a unique lay-out for this store 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 performances.

- **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 visit.** The customer's seamless shopping journey is further enhanced by two digital services developed and patented 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", which allows visitors to instantly obtain information about a product and its availability.

"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."

Nicolas Houzé

Chief Executive Officer of Galeries Lafayette and BHV MARAIS



A few figures

60

Galeries Lafayette's iconic address on the Champs-Élysées

6 500 sq. m.

Galeries Lafayette Champs-Élysées' retail space – the largest on the avenue

300 000

The number of Parisian, French and international visitors that the Champs-Élysées attracts every day

650

The number of Fashion, Beauty, Accessory, Lifestyle and Food brands available at Galeries Lafayette Champs-Élysées

300+

The number of Galeries Lafayette employees trained as "Personal Stylists" and devoted to customer relations

2

The number of innovations to reinvent the customer experience: a conversational app called Personal Stylist 2.0 and a smart hanger which was patented by the company.



A new, one-hundred-year-old store

Almost one hundred years ago, Galeries Lafayette founder Théophile Bader came up with the idea of a hybrid venue offering a mix of retail, services and entertainment. In the middle of the 1920s, he chose exactly the spot our new store now occupies for his innovative project.

In 2019, the fourth and fifth generations of Galeries Lafayette's family shareholders are moving into that address at 60 avenue des Champs-Élysées, and turning Théophile Bader's dream into reality.



Théophile Bader's dream

In 1927, Théophile Bader purchased the Hôtel de Massa, which was built in 1779 on the corner of the Avenue des Champs-Élysées and Rue La Boétie.

In a bold move, he had the mansion dismantled stone by stone and rebuilt exactly as it was in the Jardins de l'Observatoire in Paris' 14th arrondissement. He donated it to the Société des Gens de Lettres (the French Society of Men of Letters) — which still occupies it to this day.

With his plot of land on the Champs-Élysées now empty, Théophile Bader set about expanding Galeries Lafayette. However, the 1929 crisis forced him to stop construction and sell the plot to First National City Bank which built the current building as its French head office at 52-60 avenue des Champs-Élysées.



Champs-Élysées, Galeries Lafayette's new Parisian venture

After being suspended in time behind its picture postcard image for many years, "the world's most beautiful avenue" is fast becoming its trendiest. "Les Champs" is currently the focus of a large-scale revamp spearheaded by the opening of Galeries Lafayette's flagship, which will reshape Paris' design, innovation and retail landscape.

Over the last several years, the iconic avenue – which attracts some 300,000 visitors a day on weekdays and up to 500,000 pedestrians at weekends – has been the focus of several initiatives designed to boost its appeal with French and international tourists as well as Parisians.

Public and private players are energizing the Avenue des Champs-Élysées by hosting city festivals and cultural events that highlight its many unique features and propel its exceptional heritage into the 21st century.



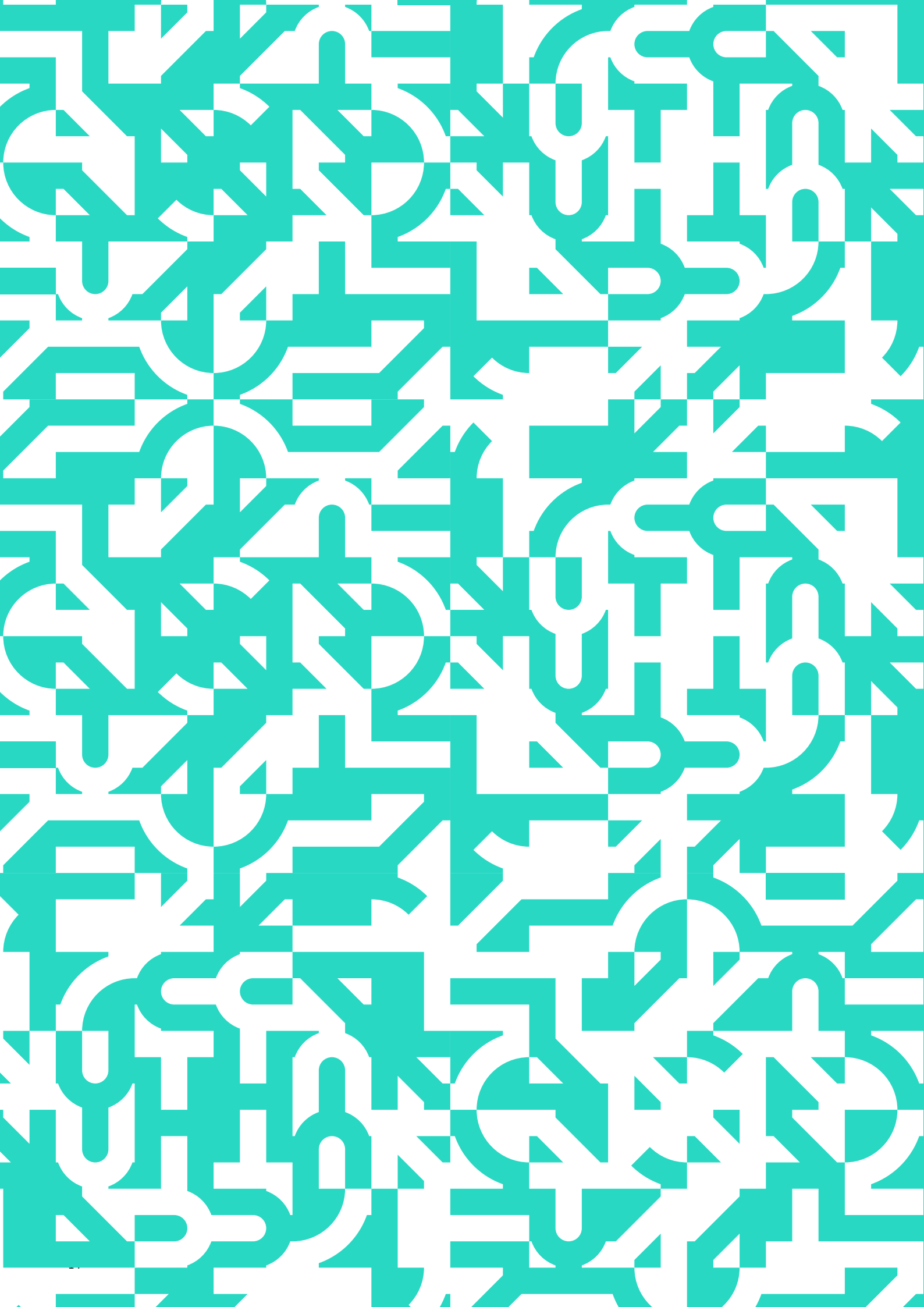
Galeries Lafayette supports the Paris Foundation's restoration of the Champs-Élysées fountains

Galeries Lafayette, a long-standing patron of contemporary design and urban heritage projects, is currently contributing to the avenue's revamp by supporting the restoration of the Rond-Point des Champs-Élysées fountains.

The fountains, which were first created in 1863 par Jean-Charles Alphand under Baron Haussmann's instruction, were badly damaged during the celebrations that followed France's World Cup victory in 1998. Now they spring back to life with six contemporary art works designed by Ronan and Erwan Bouroullec.

The new "chandelier fountains" are like huge, 15-meter-high street lamps with a slender central mast and counter-beams from which water emerges, gushing through glittering, LED-lit crystal branches.

Inaugurated in March 2019, they rotate at the same speed as the people walking past them, acting as a slow, poetic balance to the avenue's hustle and bustle.



A NEW SUAL AND ARCHITECTURAL IDENTITY

A NEW VISUAL AND ARCHITECTURAL IDENTITY

From 1930's "Art Deco" to Bjarke Ingels' "Pragmatic utopia": 100 years of contemporary architecture

The property at 60, Avenue des Champs-Élysées is a unique, complex, fascinating building that offers architects a real opportunity for experimentation and playfulness. Galeries Lafayette and its property division **Citynove** asked Danish architect Bjarke Ingels and his firm BIG (Bjarke Ingels Group) to propel this 1930s Art Deco building into the world of 21st century retail.



A monumental Art Deco staircase

A 1930s gem, it allows visitors immediate access to the store's different universes.

Galeries Lafayette Champs-Élysées is Bjarke Ingels' first retail project. His original approach enables a completely new take on the in-store experience.

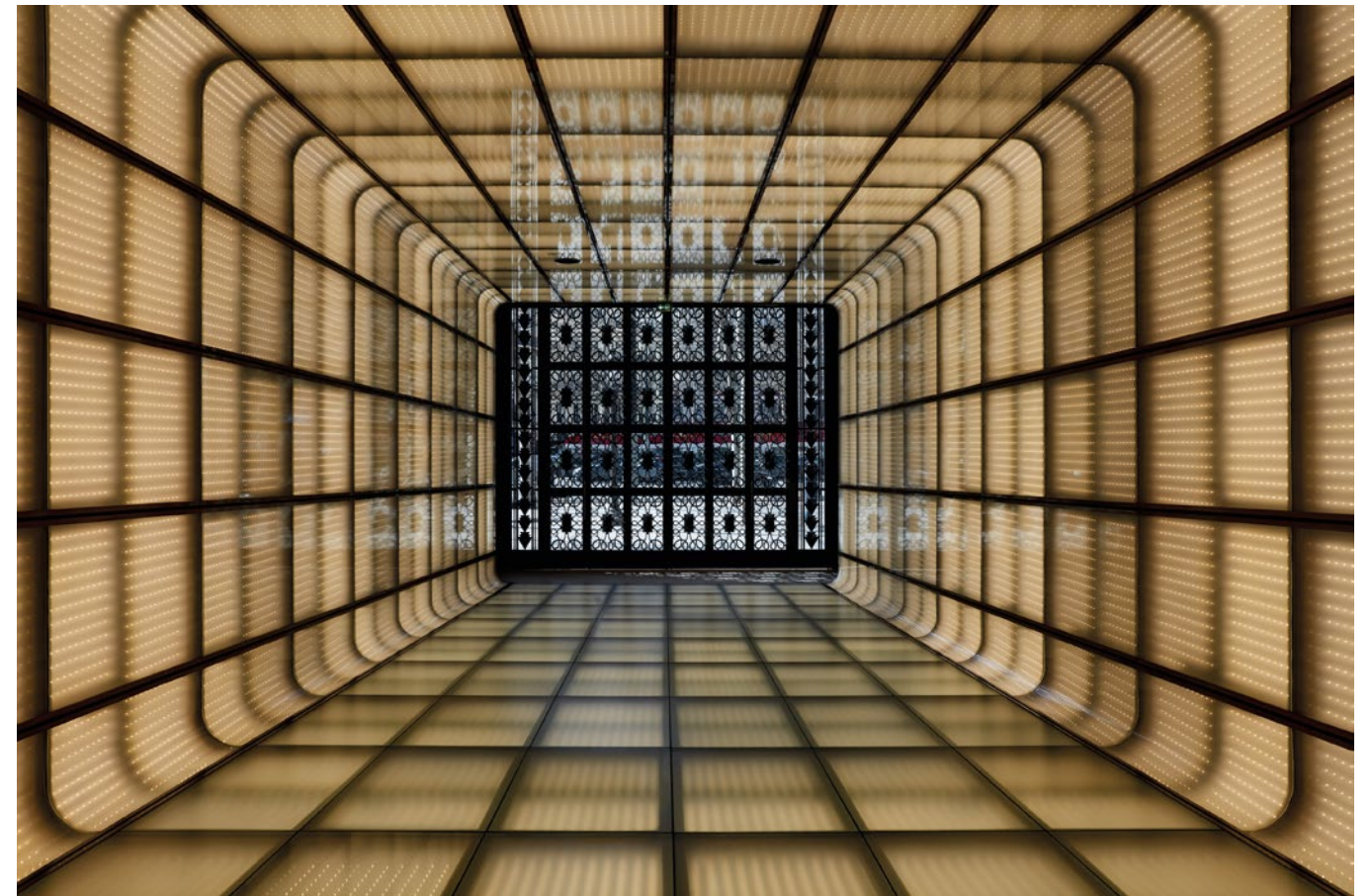
BIG inherited an exceptional building in an exceptional location. It chose to preserve its key historic features and enhance its personality by adding new elements.

A snuggler ground floor, floors that are each distinctive, but connected,... the architects have broken with traditional department store conventions to enable the easy flow of visitors between indoor and outdoor spaces, create unique views and offer a visitor experience that blends shopping, performances, a stroll and food.

A walk down the avenue...

The Champs-Élysées has always been the perfect place for a stroll and the spirit of its original purpose permeates the four floors of Galeries Lafayette's flagship.

Like a secret door off the avenue, the entrance tunnel plunges visitors into a totally immersive environment. The use of transparency and the human scale of the building, afford visitors a sweeping view of virtually the entire space from the ground-floor. An all-glass stairway-podium prolongs the perspective from the historic staircase allowing visitors to see all the store's different universes in one glance.



An immersive entrance tunnel

The themed entrance features an immersive tunnel designed to instantly plunge visitors into the unique atmosphere of Galeries Lafayette Champs-Élysées.

Inside, outside, or both

BIG has created indoor and outdoor spaces that flow into one another.

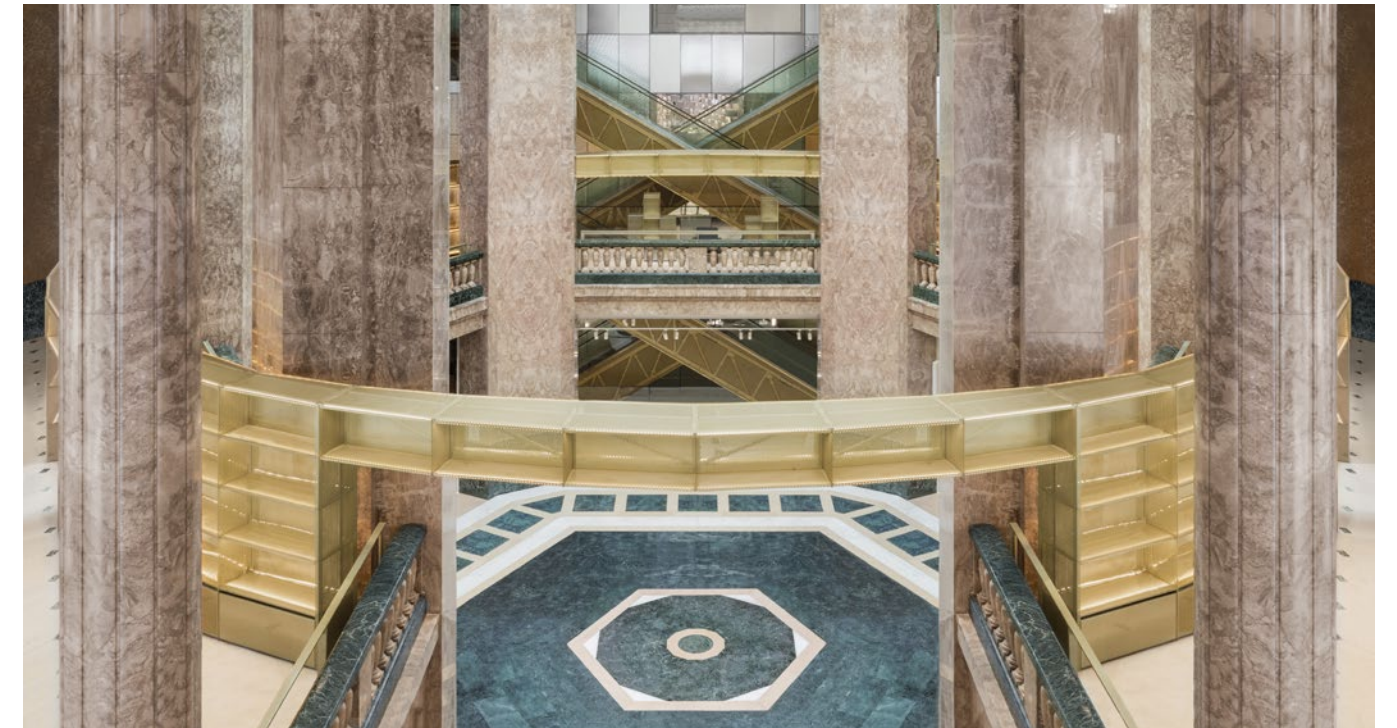
Making full use of the building's glazed Art Deco façade and the central atrium's monumental glass dome, the architects encourage natural light to stream into the building.

These plays of transparency are prolonged in the middle of the building by unique architectural elements – six hanging glass boxes and an all-glass stairway-podium – that open up the space and provide many views of both the store and the Champs-Élysées.



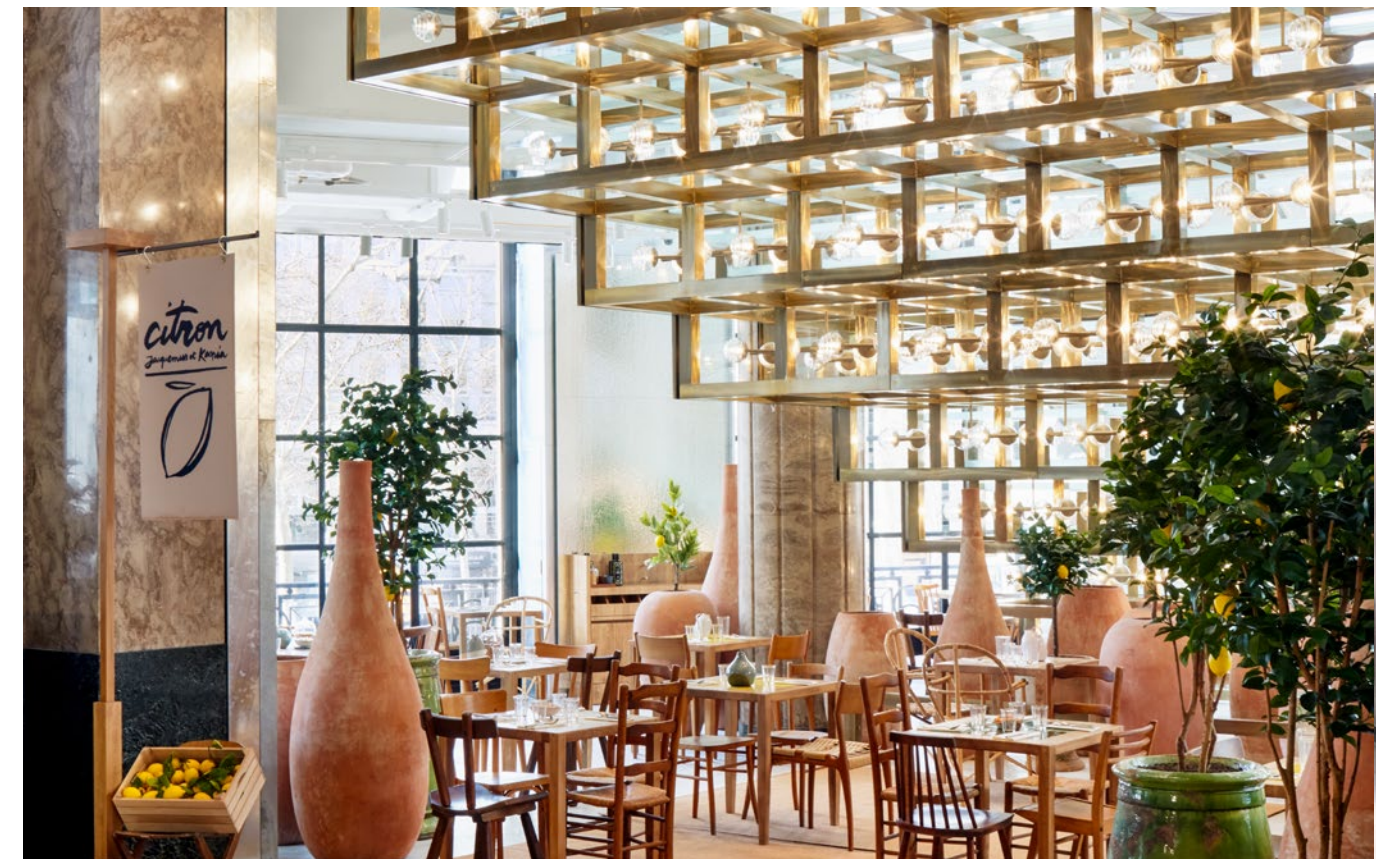
Glass boxes suspended beneath the glass dome

Six unique completely transparent hanging glass boxes on the second floor prolong the play of natural light inside the store. They are intended as indoor shop windows, and showcase new brands or products every month, echoing the themes of the events, activities and storytelling organized by Galeries Lafayette.



Le Ring

BIG designed all the store's furniture. The Ring, for example, encircles the Atrium and is designed to blend into the building's architecture, but it also completely redefines the approach to merchandising.



The stairway podium

This completely transparent stairway with tiered seating, provides easy access between the first to the second floors and encourages visitors to stop there near Citron, the café, sit down and enjoy the view of the world's most beautiful avenue.

Bjarke Ingels, "Yes is more "

BIG is a Copenhagen, New York and London based group of architects, designers, urbanists, landscape professionals, interior and product designers, researchers and inventors. The office is currently involved in a large number of projects throughout Europe, North America, Asia and the Middle East.

BIG's architecture emerges out of a careful analysis of how contemporary life constantly evolves and changes. Not least due to the influence from multicultural exchange, global economical flows and communication technologies that all together require new ways of architectural and urban organization.

Résolument optimiste, l'approche de Bjarke Ingels Group se traduit par le désormais motto de son fondateur: **"Yes is more"**.

BIG believes that in order to deal with today's challenges, architecture can profitably move into a field that has been largely unexplored.

A "pragmatic utopian" architecture that steers

clear of the petrifying pragmatism of boring boxes and the naïve utopian ideas of digital formalism. Like a form of "programmatically alchemy" it creates architecture by mixing conventional ingredients such as living, leisure, working, parking and shopping.

The approach taken by Bjarke Ingels Group is decidedly optimistic and reflected in its founder's motto: "Yes is more".

Few BIG's emblematic projects



The Serpentine Galleries Summer Pavilion
2016, London, United Kingdom. Winner of the "cultural" building category at the Architizer A+Awards in 2017.



Lego House
2017, Billund, Denmark



2 World Trade Center
Currently under construction in New York City, United States

Three questions for Bjarke Ingels

Galleries Lafayette Champs-Élysées is your first retail project. Why were you interested in it?

This project represented a unique opportunity to work in a space that combines the sustainable aspect of architecture with the more ephemeral aspect of furniture and define a new balance between these two architectural "scales". Galleries Lafayette's heritage means we have the possibility, but also the responsibility of thinking as far as possible. Playing with over one hundred years of this family group's history was interesting because we could create bridges between the past and the future and have the freedom to take decisions that will represent a lasting heritage for the brand.

How does your vision of "pragmatic and utopian architecture" come to life in this store?

Our project design is a tribute to the architectural materials and traditions of the past. As they stroll through the store, visitors are going to be able to discover historic features that are reinterpreted and implemented in a contemporary way. The spaces develop and transform through architectural artefacts that create an environment that's both fluid and unique, for mixed uses. For example, the

furniture in the Footwear spaces is designed like a sort of magic carpet-bench where customers can sit down to try on the products. And the "podium" staircase becomes a stunning viewing point from which to admire the Champs-Élysées.

In what way do you think this store will shake up retail conventions?

Galleries Lafayette is a pioneer of city-centre retailing. This new flagship is the perfect symbol of its desire to create stores that are places people inhabit and engage with, and not simply sales outlets. As well as its first profession as a retailer, urban planning is now also a key aspect of Galleries Lafayette's mission. It fulfils this mission by creating very innovative spaces that people can live and be entertained in.

A visionary architect

Bjarke Ingels founded BIG – Bjarke Ingels Group in 2005 after co-founding PLOT Architects in 2001 and working at OMA in Rotterdam.

Named one of the 100 Most Influential People in the World by TIME Magazine in 2016, Bjarke has designed and completed award-winning buildings globally. He is currently designing Google's headquarters in California, the Two World Trade Center in New York, the MÉCA in Bordeaux and also teaching at prestigious universities like Harvard and Columbia. In 2018, Bjarke was appointed as Chief Architectural Advisor at WeWork.

A platform for creation and dialogue

For 125 years, Galeries Lafayette has kept pace with design. The department store's core business is to capture and reflect the spirit of the times, in all its various forms, through retail. Fashion, art and architecture are its preferred forms of expression to take society's pulse.

In keeping with this philosophy, Galeries Lafayette Champs-Élysées commissioned a major, permanent work of art from **Superflex**, the Danish art collective. It will blend in with the building's architecture and be the mirror of our epoch.

Superflex has created a minimalist work that reflects Galeries Lafayette group's social and environmental concerns. *Après Vous, Le Déluge* is a sculptural blue dashed line fixed on the walls' atrium, representing the Ocean's estimated water level in 100 years' time. The work appeals to our collective conscience, and encourages us to produce and consume sustainably.



Superflex, a collective of activist artists

Superflex is an artists' collective founded in 1993 by Jakob Fenger, Rasmus Nielsen and Bjornstjerne Reuter Christiansen.

Through diverse and complex art forms, Superflex challenges the role of the artist in contemporary society and explores the nature of globalisation and systems of power. The collective is famous for its works of art and subversive humour, both of which are a response to social and cultural concerns. Superflex describes its artworks as tools. A tool is a model or a proposal that can be reactivated, reused, developed and modified by the user; a form of artistic activism using culture to set socio-economic schemes in motion.

The collective, which is Danish, has worked with BIG architecture firm on many occasions. Together they create an intrinsic blend of architecture and contemporary art, giving life to exceptional places that fully reflect the challenges and issues of their epoch.



Champs-Élysées, Galeries Lafayette's other logo

Galeries Lafayette Champs-Élysées, the new flagship which aims to reinvent the traditional department store, has its own bespoke logo and visual identity.

"Comme dans tous les jeux de société, il suffit d'un ou de plusieurs dés et d'un terrain de jeu pour construire un monde imaginaire dans lequel le temps est élastique."

This visual identity combines two iconic French brands, Galeries Lafayette and Champs-Élysées, both of which are helping reinvent creativity, retailing and entrepreneurship in Paris.

Designed by studio M/M (Paris), the visual identity features a two-dice game with combinable

images on each die side and will be used in varying forms on the store's façade, signage and physical and digital communication.

Together, by combining their 12 sides and defying chance, the two dice provide an original visual grammar: a full alphabet, figures and symbols that are effective in both two- and three-dimension and in large and small formats.

This geometric and modular principle reflects the multi-faceted nature of this new type of store and the wide range of interpretations and emotions it elicits.



Galeries Lafayette Champs-Élysées' signature fragrance by Fanny Bal

To enhance its distinctive identity, Galeries Lafayette Champs-Élysées has commissioned a unique perfume designed by Fanny Bal, the young Nose at IFF and winner of Fashion Group International's "Rising Star" award. This signature fragrance blends the fresh tanginess of rhubarb with the woody vitality of cashmeran.

Galeries Lafayette Champs-Élysées, as seen by M/M (Paris)

"Galeries Lafayette Champs-Élysées is a world in itself, a finite, tangible universe on the confines of our reality, on the Champs-Élysées, 'the world's most beautiful avenue'. It is a store that encourages visitors to linger, and delight in taking their time."

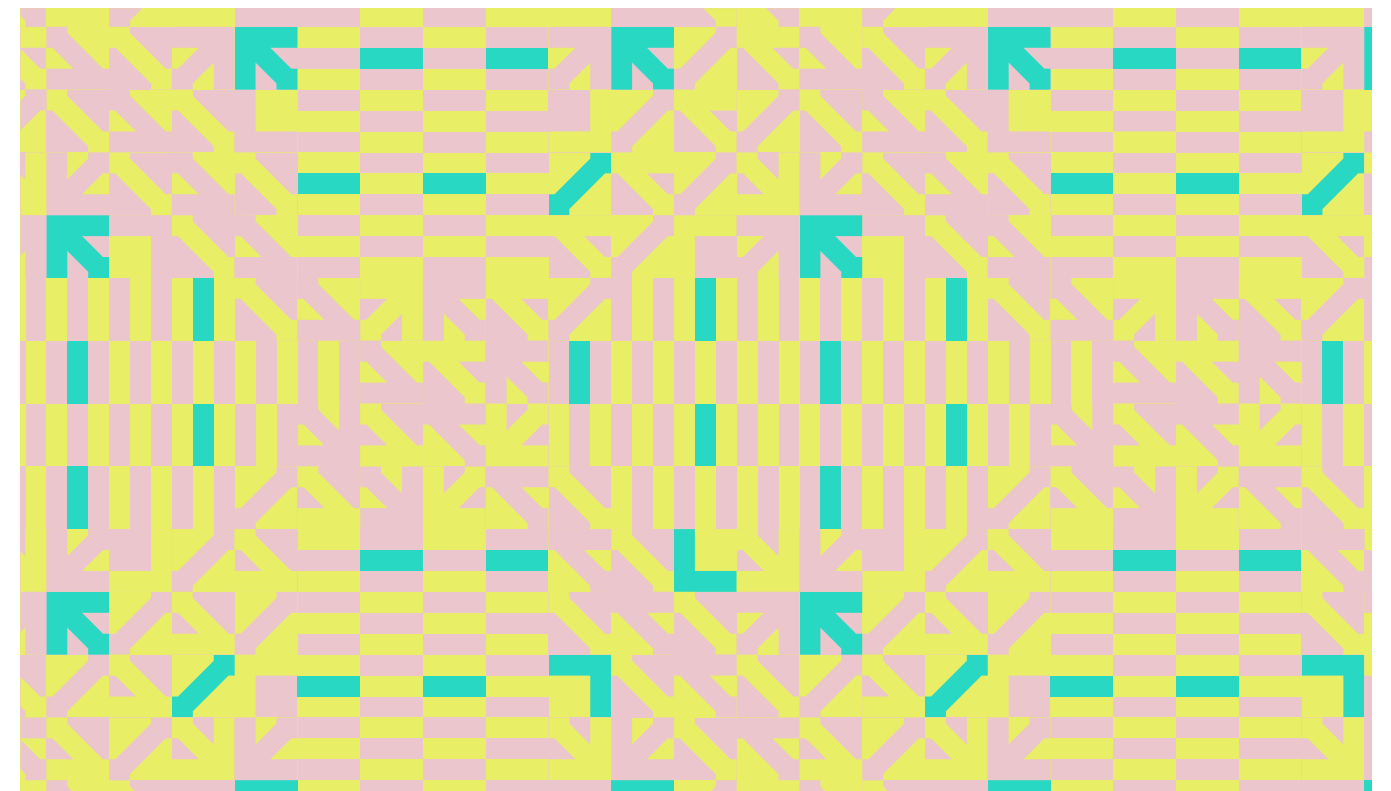
In this shared space, two dice held in the palm of a hand wait to be rolled so they can reveal the quality and spirit of the relationship humans attempt to establish with the world every day, by trying to master and tame its indecipherable mechanisms."

Mathias Augustyniak et Michael Amzalag

Co-Founder of M/M (Paris)

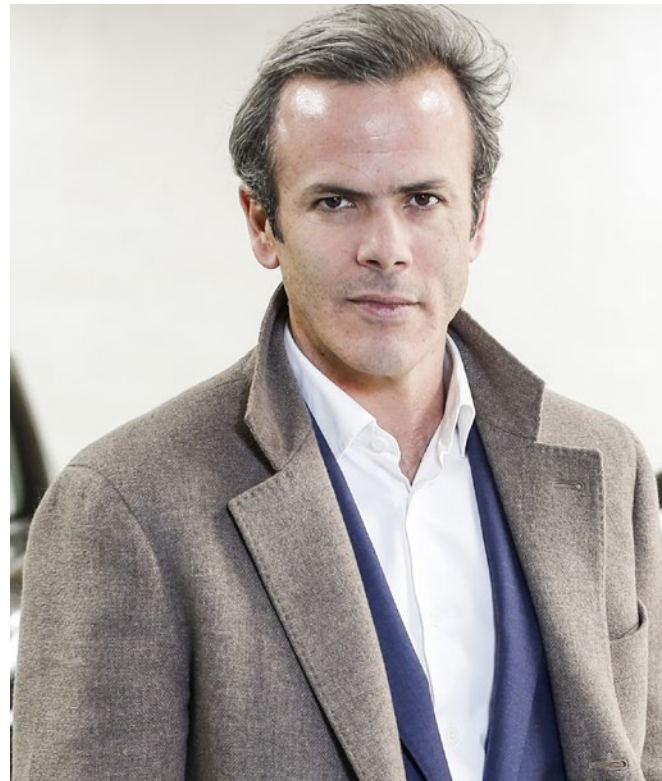
The studio M/M (Paris)

M/M Paris is a design and creative communication agency founded in 1992 by Mathias Augustyniak and Michael Amzalag. Both founders are graduates of the Ecole Nationale Supérieure des Arts Décoratifs and were made Chevaliers de l'Ordre des Arts et des Lettres by the French Ministry of Culture in 2012. Throughout their careers, they have designed numerous global advertising campaigns for luxury brands, created videos for French and international music artists, and designed opera and theatre sets.



Three questions for Guillaume Houzé

Image & Communication Director, Galeries Lafayette



Why did you choose the architect Bjarke Ingels for Galeries Lafayette Champs-Élysées?

We are convinced that, among other things, transforming Galeries Lafayette means transforming its buildings. Our retail model is based on exceptional properties that enhance the attractiveness of city-centre shopping and culture. This objective remains central to all our large-scale projects. Right from the start, the architecture of our Champs-Élysées store cried out for a dual approach: preserving the exceptional 1930's Art

Deco setting we inherited with the building, while also enabling it to house a hyper-responsive, innovative retail concept. To transform this space which has none of the layouts traditionally used by department stores, we needed an architect who was both pragmatic and utopian, both a talented historian and a visionary. And that is precisely Bjarke Ingels and his team's hallmark. Only they could rise to this challenge and help our brand advance into this new era.

"Our retail model is based on exceptional properties that enhance the attractiveness of city-centre shopping and culture."

What is the creative vision upheld by this new store?

Whether it's fashion, obviously, or design, art or music, Galeries Lafayette Champs-Élysées is a place where visitors are presented, engage and exchange with the most creative minds of the time. The store takes a playful and meaningful approach whatever the forms of expression. The architecture and furniture designed by BIG can be used to showcase products and stage events. But the store's true creative streak lies in the community of talented people associated with it. The M/M duo, of course, who designed our new concept's global identity; the typographer Alexis Taïeb, a.k.a. Tyrsa, who worked with us on the basement Food Court; DVTK, the agency that created a hybrid digital experience for our website and in-store app; and lastly all our "Personal Stylists" who reveal the store's creative energy.

What would you like visitors to remember about their time at 60 Champs-Élysées?

The assortment, the program and the venue have all been designed as a whole to offer our visitors a unique, consistent and impactful experience, whatever their expectations, references and preferences. When they walk into Galeries Lafayette Champs-Élysées, they will not only have access to the best and latest in fashion and lifestyle and the hottest collaborations of the moment, they will also discover a place where the setting, the

"they will also discover a place where the setting, the service and the conversation all reflect the fact that we care about new ways of producing and consuming."

service and the conversation all reflect the fact that we care about new ways of producing and consuming. The store's architecture and identity both help redefine the very essence of retail in a world experiencing unprecedented change. Of course we will ensure that this store serves as

a platform for trend intelligence, but we also want it to offer insights into phenomena that concern us all, as responsible citizens.

That is precisely why we asked the artists from the Superflex collective to design a special work of art, Après Vous, Le Déluge, which reflects the major challenges of our times.

A NEW
ALCOHOL
STRATEGY
TO BETTER
CAPTURE
THE SPIRIT
OF THE
MOMENT

A NEW ASSORTMENT STRATEGY TO BETTER CAPTURE THE SPIRIT OF THE MOMENT

An assortment that allows clients to see, try and buy the best and the latest in fashion, food and lifestyle

Galleries Lafayette Champs-Élysées meets new customer expectations and connects them with the latest fashion and design trends through a fluid, responsive fashion assortment that is in tune with the times.

The store offers a highly curated assortment – a combination of must-have brands and iconic products, hard-to-find labels and special collaborations.

The store boasts a new, more intuitive way of presenting products, which allows for a changing, flexible assortment where rare gems can be unearthed on any shelf.



Two questions for Nadia Dhouib and Clara Cornet

How do Galleries Lafayette Champs-Élysées respond to the change in the ways people consume?

In a world where e-commerce is growing at breakneck speed, where customers consume according to their needs using their own chosen distribution channels, where brands are developing increasingly powerful concepts all over the world, our challenge is to offer a 360-degree narrative that's both inspiring and different and presented in a store that's a trend-setter and knows what its customers want.

Nadia Dhouib

Director of Galleries Lafayette Champs-Élysées
Nadia Dhouib developed the project for Galleries Lafayette Champs-Élysées and has become the store's Director.

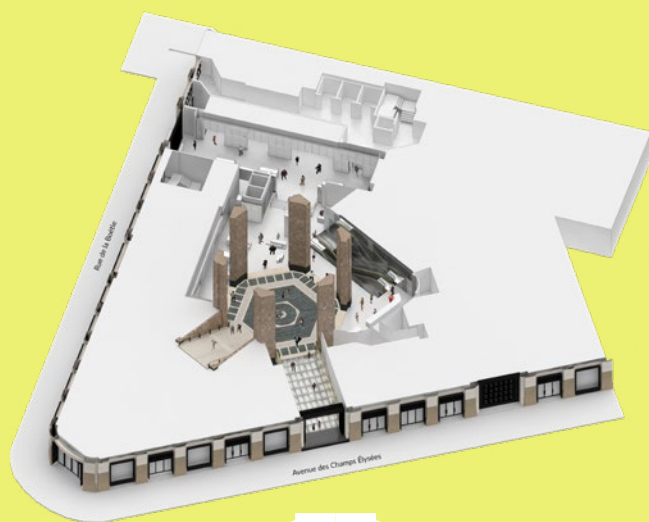
How will this store be a "trend spotter"?

We want to inspire as many people as possible yet still surprise connoisseurs. To achieve this, we have created a cohesive team for the store that specializes in this new format, and combines expertise in merchandising, purchasing and content. Our mission is to select brands and products that are distinctive and elicit powerful emotions. We want unexpected, inclusive collaborations that can be staged to tell stories that surprise some people and inspire everyone.

Clara Cornet

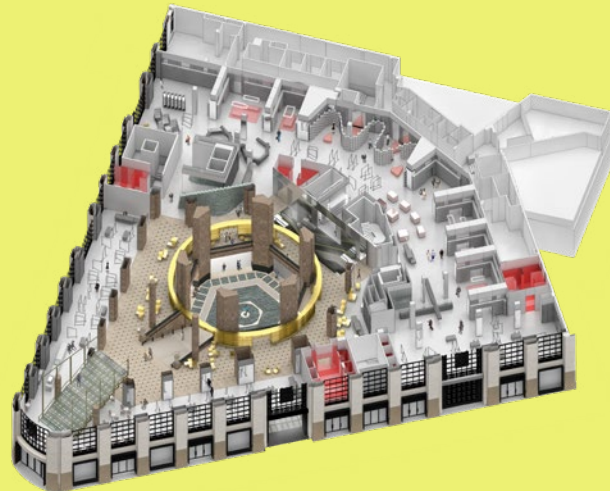
Creative and Merchandising Director
Clara Cornet is tasked with putting together a unique and exclusive assortment for this flagship that will make it an international benchmark in "new generation" retail.

**A new destination on four floors
that looks back out at the city**



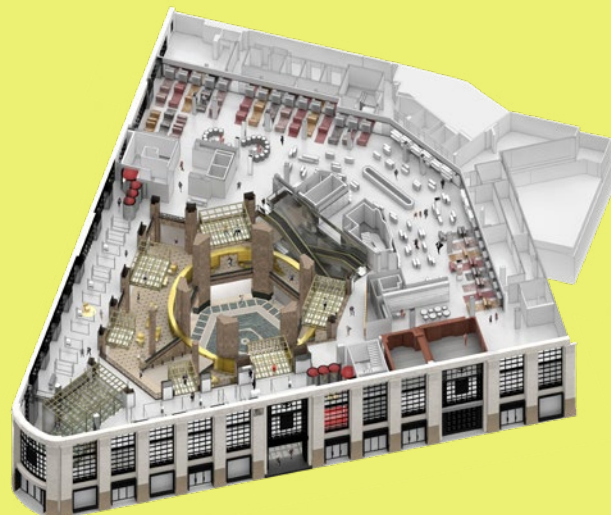
Ground floor
Events
Beauty

0



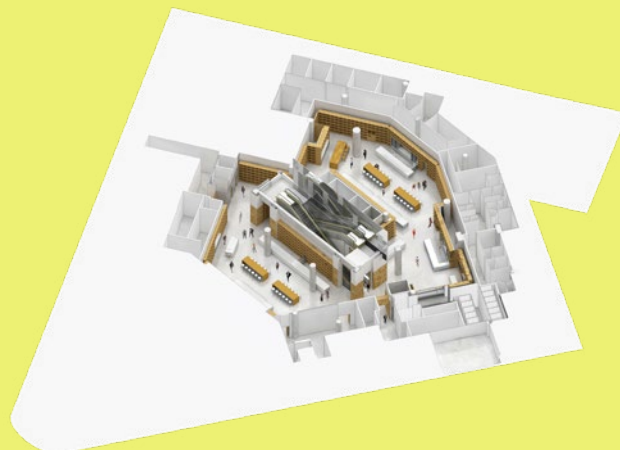
First floor
Fashion
Café Citron

1



Second floor
Fashion
Restaurant Oursin
Boardroom
Indoor shop windows

2



Basement
Food Court

-1

Exclusive, yet inclusive!

Ever since it was founded in 1894, Galeries Lafayette's mission has been to make beautiful, inspirational and positive goods accessible to as many people as possible. This new store prolongs this philosophy by aiming to celebrate diversity, both amongst its visitors, employees and brands.

Galeries Lafayette Champs-Élysées offers a brand-new customer journey which breaks with department store conventions on each of its four floors – in its mixed, multi-category spaces, brands shed the traditional shop-in-shop format and are grouped by styles and trends, offering a new, more fluid, surprising shopping experience.



Hybrid, exclusively mixed spaces
Fully reflecting the challenges and issues of its times, the store unveils exclusively mixed and inclusive fashion spaces, where the boundaries of gender and genre are purposely erased.

Four lifestyle floors devoted to fashion, food and beauty

The store boasts 6,500 sq.m. – the largest retail space on the Champs-Élysées – spread over four floors, each with clearly defined universes.

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 the store's storytelling and special projects with guest brands. The Beauty space, also on this floor, is all about the experience and is divided into three areas devoted to wellness and self-care: Perfume, with a range of premium and niche fragrance brands, Make-up and Beauty Care.

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

On this floor, collaborations and "drops" with fashion brands known for their style and creative vision set the pace.

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

A one-of-a-kind space dubbed Buy now, Wear now, evolves with the seasons offering a range of goods that reflect a sense of immediacy and are inspired by the weather and/or recent weeks' events.

Citron, the café, is also on this floor near the podium staircase and offers visitors a memorable break in the very heart of the store, overlooking the avenue.

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

Iconic women's and menswear luxury houses, as well as more confidential, hard-to-find designers are featured on the second floor. With this floor's cutting-edge assortment, the store aims to offer an unexpected, emotional, characterful fashion range.

Near the 50-seat restaurant, Oursin – which will open in July 2019 – a highly curated Jewellery and Watches selection rubs shoulders with a Leather Goods and Footwear range featuring more well-established brands.

A basement food court

The basement boasts an original array of groceries and eateries. The space, which is divided into a sweet and a savoury section, comprises ten counters arranged around large, welcoming shared tables. This is the first Paris Food Court to open seven days a week.

So our customers can enjoy a truly exclusive service, First National City Bank's **historic 100 sq. m. boardroom** on the second floor is now used to offer guests an exceptional, confidential welcome. In this intimate setting designed to meet their every need, customers will enjoy encounters and exclusive shared moments with brands or designers. Every Friday from 4pm to 9pm, la Maison **John Nollet Paris** will take up its quarters with the iconic trunk in this Parisian like setting to offer customized "Dry Styling" services to clients.

In the heart of the second floor, Galeries Lafayette Champs-Élysées invites **Dover Street Market** to showcase an exclusive jewellery edit, as a first milestone in the French capital. In a bespoke installation created by Comme des Garçons' designer **Rei Kawakubo**, this unique 15 sq. m. space exemplifies a world-class selection of avant-garde fine jewellery pieces.



A surprising, exhilarating Fashion range

In order to constitute an inspiring, distinctive assortment, the buyer teams at Galeries Lafayette Champs-Élysées have travelled the globe passionately searching for new brands and projects that better meet the expectations of their cosmopolitan, connected, curious and educated customers. This daring, multi-faceted, evolving assortment aims to offer customers access to products that are not widely available in France or in bricks-and-mortar stores, and that transcend generations and genders to address everyone.

One brand, one product

From the tee-shirt unearthed in Los Angeles, to the toothbrush with integrated toothpaste, and including the haircare accessory that has taken the social networks by storm, the store offers a cutting-edge selection of products and successfully responds to the latest consumer desires and seasonal trends.

Spotlighting the latest emerging brands

Galeries Lafayette Champs-Élysées' mission is to act as an "events platform" for a selection of web-only French and international brands, which have chosen the store as their first physical sales outlet. The team has also unearthed and imported a selection of brands from the new scene of international fashion and presents them in France for the first time. In this way, the store reveals an unprecedented, eclectic range of products, from Denim to Streetwear, and including a new colourful, assertive and unapologetic approach to femininity.

An unprecedented assortment of established brands

The store's highly curated assortment aims to offer its customers a powerful, bold take on the season's collections, which allows well-known, recognized brands to present themselves in a new light.

Exceptional, inspiring pieces from major luxury houses

Inspired by the latest catwalk shows in the world's fashion capitals, Galeries Lafayette Champs-Élysées has chosen the most flamboyant and spectacular pieces from the most famous brands to introduce its customers to a surprising, casual type of luxury.



Books on all floors

As well as its fashion assortment, Galeries Lafayette Champs-Élysées has joined forces with the prestigious magazine **System** to select a brand-new range of with-it books and rare publications which will be available on every floor.

Food areas throughout the store

The store, which aims to be a lively place where people meet up and spend time, features three complementary food areas offering experiences tailored to every need:

The Food Court

Culinary creative director and founder of food agency Phamily First, **Julien Pham**, is the man behind the Food Court's selection of partners and unique fine grocery products. Typographer **Tyrsa**, reflected these choices in the graphic designs he created for the entire Food Court's visual environment and counters.

The Food Court's 10 partners are all diehard artisans and experts in their respective fields. Their respect for top-quality products and ethical sourcing, their recognized expertise and warm sense of hospitality, make them the perfect ambassadors for the spirit of this new destination. Our partners have imagined new concepts for the Galeries Lafayette Champs-Élysées Food Court, which features new products and exclusive names.

Citron, the café, and Oursin, the restaurant

Galeries Lafayette Champs-Élysées asked **Simon Porte Jacquemus** and the **Caviar Kaspia Group** to join forces to create two exceptional eateries right in the centre of the store. Together, they came up with two enjoy-the-sweet-life restaurant concepts: Citron, the café, and Oursin, the restaurant, located respectively on the first and second floors. They both reflect a creative vision and focus on detail, even the tiniest. Their designs are signed by the creative director of Jacquemus and they are operated by the Caviar Kaspia Group. Both eateries offer fresh, seasonal produce all year round, prepare the food on-site and serve it with Provençal ease and effortlessness.

The Food Court's team

After La Taverne de Zhao and Mr Zhao, the newest member of the family, **Little Zhao**, will thrill the Food Court with variations on the must-try "momo" sandwiches and "biang biang" noodles. Caviar Kaspia, the iconic Place de la Madeleine restaurant, reinvents itself with **Kaspia Deli**, a counter offering the very best sea produce. Another Parisian institution, pork butcher and caterer Maison Vérot unveils a range of new "pâtés en croute" (terrines in a pie crust) recipes created especially for the Food Court and available at the brand-new **Le Comptoir Vérot**. With **Riviera**, Les Niçois present a best of the Mediterranean cuisine, combining new recipes with a '0 plastic' and sustainable food offer.

The Food Court's sweet section features historic Parisian houses, including **Stohrer**, Paris'oldest patisserie and inventor of the "Baba au Rhum", and **À La Mère de Famille** with its iconic sweets and pastries. Cocoa is also on the menu – **Pierre Marcolini's** treats are heart-melting, while **Le Chocolat Alain Ducasse's** are heart-warming. Lastly, **Maisie Café** rounds out the Food Court's range of eateries with its vegan, organic and gluten-free sweet and savoury dishes. As far as wine is concerned, the store has taken a bold stand with its selection of exclusively natural wines curated by Yard, the wine and food cellar, and key proponent of the no-sulphites wine movement in Eastern Paris.



A NEW
CUSTOMER-
CENTRIC
RETAIL
MODEL
BASED ON
RELATION-
SHIPS AND
CONVERSATIONS

A NEW CUSTOMER-CENTRIC RETAIL MODEL BASED ON RELATIONSHIPS AND CONVERSATIONS

An unprecedented vision: a Personal Stylist for everyone

This new store concept promises a new approach to retailing that is more embodied and engaged, that shakes up the status quo and overturns the conventional model, offering an experience based on a meaningful relationship rather than a transactional one.

This conversational experience is provided by over 450 employees, including the store's 300 Personal Stylists, Grooms and Stock Runners and comes with innovative services that offer each visitor a seamless purchasing journey. These digital tools are designed to integrate perfectly in the visitor's purchasing journey without screens or conspicuous technology, ensuring that above all the experience remains a human one.

Patented services and technologies have been created to meet new customer expectations for an ultra-personalized and instant service and to provide Personal Stylists with the tools they need to establish a real relationship with their customers.



Personal Stylists, customer relations experts

In order to offer its customers a global, bespoke experience, Galeries Lafayette Champs-Élysées has developed an unprecedented retail model, based on over 300 Personal Stylists recruited exclusively by the store.

These Personal Stylists, chosen for their unique personalities, their love of fashion and their customer focus, will really make the store's services more accessible to customers. They are a mixture of style and trend experts, cultural influencers and high-end hotel concierges. They assist customers with their entire purchasing journey, whatever the brands or universes, and aim to offer new, personalized "mix & match" styles that suit each customer's wants and needs.

Retail Academy, a bespoke training programme created in partnership with the IFM dedicated to Personal Stylists

Devised by the Galeries Lafayette Academy – the company's in-house training school – and the IFM (French Institute of Fashion), the Retail Academy is an exclusive and innovative course focusing on three major challenges:

- Maintaining the standards of excellence while also developing a bespoke approach to retail that is both professional and relaxed
- Encouraging a new advisory approach, transforming product expertise into client expertise with a spotlight on relationships and customisation
- Breathing life into a "connected community" of employees and a fully-fledged network of influencers

To develop this bespoke programme, the Galeries Lafayette Academy and IFM worked closely with various partners including experts from "Clefs d'Or" (the international professional association of hotel concierges) – a benchmark for excellence in customer service – influencers and start-ups that contribute a different perspective of innovation and fashion, digital and lifestyle trends.

CUSTOMER-ORIENTED

FASHION SAVVY

OPEN-MINDED

DIGITAL NATIVE

Cutting-edge, innovative services

On the Champs-Élysées, Galeries Lafayette offers an entirely personal, augmented retail experience. Digital tools are vertically integrated into the store model so that the teams can satisfy customers quickly and elegantly. For example, two innovations were specially developed by the company:

The Personal Stylist 2.0 app

This app enhances the sales assistant's role and allows them to know and serve their customers better, and anticipate the best-suited trends. Personal Stylist 2.0 is a comprehensive mobile ecosystem that fosters and reinvents relationships between people who are passionate about style and fashion with:

- A dedicated mobile app for the 300 specially trained Personal Stylists
- A "virtual" assistant that provides the store's teams with on-going training
- An instant messaging service for customers

This ecosystem supports the image of a modern, cross-generational Personal Stylist. It is supplemented by a mobile payment system and RFID.

The app's primary aim is to support a conversational approach to retail by providing the 300 Personal Stylist with simple devices so they can communicate directly with their customers. A social CRM platform linked to the central data base allows every customer access to a personal stylist service that makes the store's services more accessible before, during and after their visit.

The fact that this relationship is ongoing benefits both our customers, and our store teams. Customers enjoy direct contact with fashion and lifestyle experts, while the latter use the platform to train and obtain information through community features (Tagwalk, team messaging, chat-based interfaces, shared customer pages) and support systems.



galerieslafayettechampselysees.com

The website reflects Galeries Lafayette Champs-Élysées's vision of a more emotional, embodied approach to online retailing. In addition to the Personal Stylists, the store's website features a playful, sensitive, interactive mascot, who introduces the store, the offering and the customer experience. Dubbed Ely, this gender-neutral digital character, designed by creative duo **DVTK**, was imagined for a generation of image enthusiasts. Ely will help website visitors discover the store's brands, prepare their visit and book an appointment with a Personal Stylist.

The smart hanger

The traditional hanger has been reinvented and turned into an intelligent object that answers one crucial question – what sizes are available? Customers who prefer to shop without assistance can choose their size and have it waiting for them in the fitting room.

This high-tech hanger reinvents the in-store customer experience. It was developed and patented by the Galeries Lafayette Champs Élysées team as a retail-tech innovation and the design is owned by the company. It features a completely intuitive, tactile, lit-up user interface that uses RFID and Thread technologies and allows customers to obtain an instant service. Thanks to the smart hanger, the Personal Stylists can spend more time advising their customers.

Particular care has been taken to ensure the product is sustainable: it is activated by movement, recharges autonomously and uses low energy consumption technologies.



BRAND LIST

1017 Alyx 9Sm 19-69 66°30 A L'olivier A-Cold-Wall Abbaye De Flavigny Absoluton Acheval Pampa Acqua Di Parma Adam Selman Adidas Adieu Adieu Paris Aegis:Hurraw Aegis:Marvis Aegis:Proraso Aegis:Salt & Stone Aesop Aeyde Afterhomework Aime Aime Leon Dore Aix Et Terra Al Dente La Salsa Alaïa Alan Crocetti Alan Crocetti Alanui Albert Menes Alchimia Di Ballin Alexandre Birman Alexis Munos Alice Waessee Alighieri All Blues Allies Of Skin Alltimers Amanda De Montal Ambush Amelie Pichard Ami Amica Chips Amigos Amina Muaddi Amiri Amouage An Other Anatra And Paris Angela Caglia Angelina Anissa Kermiche Annelise Michelson Annick Goutal Antipodes Apc Apogei Apreski Aquazurra Arc'teryx Veilance Arden Aries Armani Arnaud Soubeyran Art Meets Art Artis Brush Artis Brush Artisans Parfumeurs Arts Meets Art Ashley Williams Asics Atelier Cologne Atlein	Attache Moi Attico Augustinus Bader Aurelia Probiotic Aurelie Bidermann Awake Balenciaga Balmi Bamford Bang & Olufsen Bape Barnier Barrie Batsheva Baume Baxter Beck Studios Belize Bell&Ross Betty Crocker Beverly Hills Formula Bicolabs Bipia Birkenstock Bivouak Bkr Bobbi Brown Bode Bonnat Boramy Viguier Born X Raised Both Paris Boticelli Boy Smells Boyy Breitling Brikk Briston Brulerie De Belleville Buccellati Buffalo Bunney Burberry By Far By Kilian By Oscar By Terry Byredo C'est Français Cafe Plaff Cafune Calvin Klein 205W39nyc Camperlab Can A Suc Canaglia Carel Carhartt Carl Aubock Carmen D'appolonio Carne Bollente Carolina Santo Domingo Carrots Nyc Carvil Carvil Casa Bosques Casa Shop Casablanca Casio Cecilie Bahnsen Celine Ceraudo Chanel Chaos	Chapon Charlotte Chesnais Chemex Chic Des Plantes Chinatown Market Chips De Madrid Chips Rappeurs Chloe Chocolat Des Français Cholula Christian Cowan Chufy Ciao Gusto Cipriani Cire Trudon Classic Food Clot Club 75 Cluizel Cobra S.c. Coco & Eve Codage Collmans Comfort Objects Comme Des Garçons Common Projects Compartes Comptesse Du Barry Comptoir D'harmorine Confiserie Du Roy Conserverie Des Saveurs Lou Bersac Converse Coqui Coqui Corsiglia Corum Craig Green Crew Cult Gaia Curio Noir Cutler & Gross Cvc Cvc Stone D. Wellington D'heyyere D1milano Daily Sleepers Dandoy Danse Lente Daphine David Mallet David Yurman Deseo Dessein Devambez Devialet Dickies Diptyque Dji Globals Doers Of London Dolfn Donni Dorateymur Double J Doucet Dr Barbara Strum Dr Bronner's Dr Martens Dr Perricone Dust Dyson E.r.l Eastpak	Eaux Primordiales Eb Floral Edie Parker Edward Bess Egyptian Magic El Tato Elie Top Ellery Embryolissee Emma's Corner New Yorkers Enfants Riches Deprimes Eric Bur Erika Emeren Ernest Leoty Escentric Molecules Ester Manas Estoublon Etoile Isabel Marant Etoile Gourmande Ets Fallot Etudes Studios Eve Lom Ex Nihilo Eye Funny Eyeko Eyevan Eytyas Fabrizio Viti Faith Connexion Farmacy Faugier Faure Le Page Fear Of God Fendi Ferber Fillingz Pieces Fob Fortnum Fou De Patisserie Fourtwofour Franck Muller Frapin Frederic Malle Gagosian Gagosian Galler Galvan Ganni Gardels Gavotte Gentle Monster Georgia Alice Gianvitto Rossi Gigi Burris Gisou Giuliva Heritage Giusseppe Bari Gmbh Gonidec Good Art Hlywd Goop Goossens Goutal Gray Matters GRLFRND Croix Et Nature Gshock Gu-de Gucci Gucci Gueguen Gul Hurgel	Hadoro Haider Ackerman Halcyon Hotel Halpern Haribo Head Porter Heimat Atlantica Helle Mardhal Hellicious Heron Preston Hershey Herve Herau Hillier Bartley Histoire De Parfums Ho Karan Holiday Boileau Homme Plisse Honly Hotel Vetements House 99 Huile Dhc Huilerie Beaujolaise Hvn lenki lenki li Boschetto Ilia Beauty Irise Paris Isa Arfen Isabel Marant Jacquemus Jacques Marie Mage Jao Brand Jaquet Droz Jason Markk Jbl Jean Pain D'Epices Jelly Belly Jerome Dreyfuss Jessica Coates Jessica Hans Jimmy Choo Jm Weston Joe & Avrels John Dalia John Elliott John Lobb John Masters Organics John Nollet Jola Joya Julien David Juliette Has A Gun Junghans Junkers Junya Watanabe Man Justine Clenquet Jw Anderson Kalios Kanel Denmark Kara Karamel Karine Et Jeff Kate Cate Kenzo Kerzon Kikkomann Kim Markel Kjaer Weis Klokera Kobako Koche Kodama Korean Beauty	Kosak Kosas Kure Bazaar Kwaidan Editions Kypris L'artisan Parfumeur La Box Des Chefs La Bruket La Californienne La Confiture Parisienne La Manufacture De Paris La Quercynoise La Tourangelle Landlord Laps Laruze Laura Lombardi Le Baigneur Le Baume De Boutteville Le Bon Le Cord Le Feu De L'eau Le Gramme Le Labo Le Nine Lego Lele Sadoughi Lemaire Leonardi Leonor Greyl Lepicurien Les Batons Les Chochottes Les Deux Gourmands Les Huilettes Menes Les Mariages Bedoin Les Petits Prodiges Leslie Amon Levens Levi's Lexon Linda Farrow Lip Lipstick Queen Lisa Marie Fernandez Lixir Skin Colette Haydon Lizzie Fortunato Loewe Loq Lou Bersac Loulou Studio Love Shake Fancy Low Classic Lucky Charms Ludovic De Saint Sernin Lynchburg M. Leight Macarons De Reau Mad Madeleines De Magda Butrym Magic Stick Magic Stripes Maison D'armorine Maison Kitsune Maison Louis Marie Maison Margiela Maison Michel Maison Michel Maison Rabih Kayrouz Malin + Goetz Malou Palmqvist Manic Panic Mansur Gavriel	Mara Hoffman Marcelo Burlon March Lab Marcia Marco De Vincenzo Marco Panconesi Mari Guidicelli Maria La Rosa Mariages Freres Marine Serre Mario Badescue Mark Cross Marlette Marmite Marni Marou Marques Almeida Martine Ali Martine Rose Maryam Nassir Zadeh Marylou Marysia Marysia Mason Pearson Master & Dynamics Mastermind Max Lamb Mayfair Bamford Mayl Mazet Mcm Medea Medicom Toys Memo Menes Mercedes Salazar Mere Mimosa Merlette Miaou Michel Cluizel Michel Vivien Midnight 00 Miel De Manuka Miel De Martine Miel Hedene Miista Mimesis Mira Mikati Mirae Misoka Mlouye Mm Paris Mm Paris Mnz Moi Chef Molly Goddard Mont Blanc Montblanc Morocanoil Moscot Moulin Cornille Moynat Mr Fliberts Mr Natty Mulino Mulot Et Petit Jean Muraglia Murano X Mansur Gavriel Mykita Nacetat Nasa Seasons Nasomatto National Standard Needles	NEOUS New Balance New Era Nicole Saldana Nike Nixon Noon Goons Nos Abeilles Cheries Nova Nuori Nussa Oakley Oamc Object Particolare Odacite Odin Off White Okki Nokki Oliver Peoples Orlebar Brown Ormaie Ortiz Orto Parisi Otiumbergz Ouai Our Legacy P&T Paco Rabanne Palais Des Thes Palm Angels Paloma Wool Paola Villas Paria Farzaneh Paris 99 Parle Moi De Parfums Patagonia Patyka Paul & Pippa Pebeyre Peels Peet Dullaert Penhaligon's Perks And Mini Peter & May Phaidon Pierre Hardy Pigalle Paris Pinthrill Pleasures Polaroid Pommery Poppy Lissiman Primury Puma Puma Raf Simons Ralph Lauren Re/Done Realisation Par Rebecca De Ravenel Reception Clothing Reebok Reese Regimes Des Fleurs Rejina Pyo Reliquia Ren Rene Caovilla Repossi Réservoir Retrosuperfuture Retrouvai Reynaud Rhode Resort	Rhude Rimowa Rixo Rms Beauty Roa Robbery & Fraud Roches Blanches Rodel Rombaut Romy Rosie Assoulin Rouje Rowing Blazers Rude Health Rudi Gernreich Sabe Masson Sacai Sacha Juan Safsafu Saint Laurent Saks Potts Sal D'ibiza Sal De Maldon Salomon Sam Mknight Sana Jardin Sanayi 313 Sand & Sky Sansoeurs Satisfy Saucony See By Chloe Senequier Seoul Import Serge Lutens Setaro Seven Friday Shaeri Shanty Shourouk Shrimps Sies Marjan Simon Miller Simon Miller X Caissie Griffin Simone Bodner Turner Simone Rocha Skingym Slim Cera Slip Silk Sneakers Er Socca Chips Sonos Sonos Sophie Buhai Sous Le Manteau Spinelli Spinelli Kilcollin Springcourt St Tropez Stalvey Staud Steamery Stephane Perotte Stepney Workers Club Stoats Stone Wall Studio Alch Stussy Suicoke Sunnei Supernature Superproducteur Sur Les Quais	Susan Alexandra Susanne Kaufmann Sushichef Suwada Svnr Shop Tabasco Tag Heuer Tan Towell Taylor Of Harrogate Telfar Terra Terre Bormane Terre Exotique Terres De Cafe Thai Heritage The Row The Row Thierry Court Thom Browne Timex Tiptree Tobali Tom Dixon Tom Ford Tom Wood Too Good Torres Torres Sal D'ibiza Triwa Truss Tudor Tweezerman U.p.w.w. Uka Ulysse Nardin Umami Undercover Unravel V10 Plus Valentino Valet Studio Valmont Valrhona Vans Varette Vecchio Veja Vetements Vilac Vintage Frame Wald Berlin Wales Bonner Walk Of Shame Wandler Wary Meyers Weiss Y-3 Yasbukey Yasmine Eslami Yeenjoy Studio Yeezy Yema Yegzy Your Superfood Yves Saint Laurent Yves Salomon Yvonne Leon Z&Ma Zenith Zizi Donohe
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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.galerieslafayettechampselysees.com
[@galerieslafayettechampselysees](#)**

Press contacts

Alexandra van Weddingen

Vice President, Corporate Communications
Galeries Lafayette Group
+33 1 45 96 68 44
avanweddingen@galerieslafayette.com

Marie Aigle Colombani

Communications, Partnerships and Events Director
Galeries Lafayette
+33 1 42 82 82 92
mcolombani@galerieslafayette.com

Olivia Ball

Marketing & Branding Manager
Galeries Lafayette Champs-Élysées
+33 1 42 82 38 26
oball@galerieslafayette.com

Lucien Pagès

Lucien Pagès Communications
l@lucienpages.com

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ÉLYSÉES