



## PRESS RELEASE

### **Galeries Lafayette supports *Le Train pour l'Égalité*, the first nation-wide campaign by Fondation des Femmes promoting gender equality, from 26 February to 7 March**

- To raise the general public's awareness of these societal challenges, nine stores of the Galeries Lafayette network will provide their spaces to the association
- Galeries Lafayette has been an official partner to the Fondation des Femmes since March 2019 and this initiative follows on from existing extensive support

**Paris, February 23 2022**

Galeries Lafayette is teaming up with Fondation des Femmes, a women's rights foundation, to support *Le Train pour l'Égalité* (the train for equality), its first nation-wide campaign to promote all aspects of gender equality – namely, freedom, healthcare access, respect and parity.

*The Train pour l'Égalité* will be on the road for more than a week, stopping off in ten major French cities, including Marseille, Strasbourg and Bordeaux.

Various associations will occupy four carriages on board the train, where they will lead entertaining and educational workshops covering subjects such as street harassment, sexual rights, violence against women and employment. Fondation des Femmes will be in two other carriages to talk to visitors, sharing information and raising their awareness of these issues.

Throughout the campaign, Galeries Lafayette will harness its solid regional network to support Fondation des Femmes. At every stop on the train's itinerary, volunteers from the foundation will take up residence in selected Galeries Lafayette stores to raise customer and visitor awareness of gender equality issues. Stores will also play audio messages presenting and promoting the campaign.

In addition to providing physical spaces and issuing online and in-store communications, Galeries Lafayette is also mobilizing its forces alongside the foundation for the International Women's Day. From 7 February to 3 April, all Galeries Lafayette customers will be able to donate to Fondation des Femmes when paying by rounding up their purchases to the nearest euro. What's more, Galeries Lafayette has joined forces with Smiley to design a limited edition bandana, with 100% of the proceeds going to Fondation des Femmes. This pledge follows on from the long-term, tangible actions implemented since Galeries Lafayette and the foundation began their partnership in 2019.

Frédérique Chemaly, Head of Human Resources and Sustainable Development at Galeries Lafayette, said, "*Galeries Lafayette's involvement in these initiatives is part of its overall efforts to promote gender equality and stop everyday sexism. That's why we are delighted to continuously reinforce our partnership with Fondation des Femmes over the years and do our bit to support the incredible energy shown by its representatives and volunteers every day as they stand up for women's rights and combat violence against women.*"

Anne-Cécile Mailfert, President of Fondation des Femmes, said, "*Freedom of speech isn't enough; we need to be heard. That's why Train pour L'Égalité is going on the road. We need to make sure that we reach our destination: gender equality. All of our aims – drastically reducing femicide, fostering women's economic freedom*

*and enabling universal access to appropriate healthcare – are achievable. The five associations involved with the Train pour l'Égalité campaign have solutions. Listen up!"*

### **The Train pour l'Égalité itinerary**

- Paris: Saturday 26 February 2022
- Nantes: Sunday 27 February 2022
- Bordeaux: Monday 28 February 2022
- Toulouse: Tuesday 1 March 2022
- Marseille: Wednesday 2 March 2022
- Grenoble: Thursday 3 March 2022
- Lyon: Friday 4 March 2022
- Strasbourg: Saturday 5 March 2022
- Lille: Sunday 6 March 2022
- Paris: Monday 7 March 2022

### **Press contact**

#### **Marlène Para**

Corporate Communications Officer – Galeries Lafayette Group  
mpara@galerieslafayette.com  
+ 33 (0)1 42 82 37 43

### **About Galeries Lafayette**

Leading French department store player and famous throughout the world, Galeries Lafayette has been an unrivalled specialist in fashion and experience marketing for 125 years. It aims to make each visit a unique experience and offer its French and international customers a range of constantly renewed brands, ranging from affordable to premium and luxury. The Galeries Lafayette brand, covering a wide range of segments taking in fashion and accessories, decoration, food and catering, promotes its offering thanks to a network of 65 stores in France and abroad, the merchant website [galerieslafayette.com](http://galerieslafayette.com) and the Galeries Lafayette Outlet discount store. For more information about [galerieslafayette.com](http://galerieslafayette.com), go to [Facebook](#) and [Instagram](#) (@galerieslafayette)

### **About Fondation des Femmes**

Fondation des Femmes supports projects to defend women's rights, promote gender equality and combat violence against women. It raises funds, brings together legal advisers and collects resources that it then allocates to associations working on the ground that lack the means to develop and expand their initiatives. The foundation is made up of creators, donors, volunteers and over 100 associations and works with a committee of recognised experts, who help to identify and assist the best projects to stand up for women's rights.  
<https://fondationdesfemmes.org/>