



PRESS RELEASE

Galeries Lafayette launches “Tailored Insights”, a retail media platform designed for its partner brands

Paris, 15 September 2022

Galeries Lafayette is proud to announce the launch of “Tailored Insights”, a proprietary platform that uses data to analyse and customise the customer experience, designed for the company’s partner brands. This agile platform was developed in-house using Service Design Agile and Lean Startup methodologies to enable brands to gain a more thorough understanding of their Galeries Lafayette customers so as to offer them more personalised experience at every stage of the retail journey.

As the retail media market is currently experiencing rapid growth throughout the world, Galeries Lafayette is becoming the first French department store to develop an initiative of this kind at such a scale. This new platform represents another way in which the company is reiterating its drive to step up the pace of its omnichannel transformation by better capitalising on the 5.4 million monthly visitors to its e-commerce website and its solid network of stores located around France.

Tailored Insights was designed in a collaborative manner, taking account of brands’ needs as well as their strategic and operational priorities. The platform boasts secure data management and reliable analysis capabilities, which will enable Galeries Lafayette’s partner companies to accurately steer their performance and understand their customer profile to develop a better suited product range and anticipate trends for coming seasons to design more effective, measurable marketing strategies. The optimised data harnessed by the partner brands will also benefit Galeries Lafayette by helping to further its understanding of its customers.

Built in accordance with data protection regulation, the platform integrates unique AI algorithms that have been optimised for Fashion and Homeware, and presents no superfluous features. It thereby reduces data processing to the strict minimum, as well as its carbon footprint.

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About Galeries Lafayette

The leading department store in France and famous all around the world, Galeries Lafayette has for the past 130 years been the undisputed expert in fashion and events, and strives to make each visit a unique experience, offering French and international customers a constantly renewed selection of the best brands, from the affordable to premium and luxury. Spanning a wide range of segments such as fashion and accessories, homeware, food and catering, the Galeries Lafayette brand promotes its offering through a network of 57 stores in France (of which 19 it fully owns and 38 are franchised) and eight in other countries throughout the world (with plans to open more), its



e-commerce website [galerieslafayette.com](https://www.galerieslafayette.com) and the Galeries Lafayette Outlet store. For more information, go to [galerieslafayette.com](https://www.galerieslafayette.com), Facebook and Instagram (@galerieslafayette)