



PRESS RELEASE

Citynove completes the deployment of a new ecosystem of exclusive and responsible brands in the heart of the Cours du Marais courtyard by opening France's first Arket store, the famous fashion and lifestyle branch of the H&M group

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Citynove, the Galeries Lafayette Group's real-estate asset management business, completed the redeployment of the stores in the Cours du Marais, the square owned by the Group connecting BHV Marais, Eataly Paris Marais and Lafayette Anticipations, bolstering its role as a curator of new retail destinations.

The 10 stores located between the Rue du Temple, the Rue des Archives and the Rue de la Verrerie now include Scandinavian brands, such as Marc O'Polo and Samsøe Samsøe, the responsible Spanish retailer Ecoalf and the French sustainable furniture designer, TipToe. Just a few days ago, Arket, the in-vogue fashion and lifestyle brand from the H&M group, also took up its place in the courtyard, opening its first store in France.

Galeries Lafayette sought to reposition these iconic stores in the Marais district of Paris in order to build connections, space and joy in the shopping experience by resurrecting the soul of the passages so popular at the turn of the 20th century through a unique retail proposal in keeping with the reputation of this famous part of the French capital. Designed as an open-air walkway, the stores create an inviting ambiance with the dual-aspect windows so often found in historic buildings, which open onto the neighbouring shops and cafés. To create this harmonious setting, Citynove called upon English architect Jamie Fobert, renowned for his innovative and exciting architecture.

Commenting on this announcement, Eric Costa, Real Estate Director of the Galeries Lafayette Group, said, "After a forward-thinking launch in 2015, this original open-air village in the heart of Paris has been redeployed to offer people a new kind of effortless retail experience while also celebrating historical architecture. To bring our ambitions to life, we called upon the renowned expertise and daring talent of Jamie Fobert, who designed an incredibly welcoming and carefully considered layout that blends in seamlessly with its surroundings."

Amandine de Souza, Director of BHV Marais and Eataly Paris Marais added, "We are delighted to welcome this newest addition, which bolsters the appeal of the village bordering BHV Marais and adds another dimension to the Cours du Marais. By bringing on board such special brands

that together form a coherent ecosystem, the Cours du Marais offers a wholly unique experience just alongside the most popular department store in Paris.”

The brands present in the Cours du Marais include:

- **Arket, 13 rue des Archives:** the sustainable brand from the H&M group offering products for men, women, children as well as the home and skincare. The store will rapidly become a key lifestyle destination, especially with the ARKET café, the menu for which was developed by the famous Swedish chef Martin Berg and boasts healthy, natural dishes.
- **Marc O’Polo, 13 rue des Archives:** the iconic Scandinavian brand favours natural materials and an authentic vision.
- **Samsøe Samsøe, 11 rue des Archives:** a Scandinavian brand with timeless, sophisticated and affordable style. True to its roots, Samsøe Samsøe blends Copenhagen street style with the Scandinavian spirit.
- **EcoAlf, 14-16 rue du Temple:** the eco-responsible Spanish brand champions a sustainable lifestyle. Centred around design, sustainability and innovation, EcoAlf has designed a space spanning 150 m² that stands out for the sustainable materials used, including reclaimed wood, iron, low-energy LED lighting and interior design using waste textile.
- **TipToe, 14-16 rue du Temple:** the furniture brand, which prioritises sustainability at every stage of its value chain, inaugurated its elegant low-energy store to present its collection of tables, chairs and shelving.

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About Citynove

Within the Galeries Lafayette Group, Citynove anticipates changes in consumption habits to better satisfy the aspirations of its clients and reinvent physical store retailing through urban, environmental, cultural and social revitalisation in city centres.

For further information, go to www.Citynove.fr