



## PRESS RELEASE

### **Galeries Lafayette officially inaugurates its department store concept in Shenzhen, China, with the launch of the "From Paris with Love" campaign**

**Paris, July 10th, 2023**

Galeries Lafayette officially opened its new 4,500 sqm flagship in Shenzhen, inside the UpperHills international urban complex, with a ceremony attended by Philippe and Nicolas Houzé. Following on from the ones in Beijing and Shanghai, this department store is Galeries Lafayette's first step into southern China, offering a highly edited multi-brand selection aimed at the young, dynamic clientele of this Chinese megalopolis.

Celebrating this opening, the "From Paris with Love" campaign created by Studio GGSV paid tribute to French art de vivre—which the store's architects used for inspiration. On this occasion, visitors will be able to enjoy an all-new in-store journey and a VIP experience in a sitting room designed like a Parisian apartment.

On the second floor, visitors can explore a variety of concepts including "Edit Beauty", which is magnified by a canopy of flowers, features niche brands and ushers customers to one-of-a-kind perfumes and top-of-the-range care products; the "Edit by Galeries Lafayette" multi-brand area offering a fine selection of exclusive French, local and international brands, ranging from today's hottest designers (including Jacquemus, Maison Margiela, Jil Sander, AMI, Courrèges, Balmain and Paco Rabanne) to the most confidential names and up-and-coming talents; and the "Edit Gift", a new area showcasing an eclectic assortment of lifestyle products and gifts. These areas round off the choice of international ready-to-wear clothing and accessory brands (such as Chloë, MM6, Marni and JW Anderson). On the third floor, guests will find mixed urban fashion and a Sneakers area with a Café Kitsuné.

Commenting the announcement, Galeries Lafayette's head of International Development Philippe Pedone said, *"After several months of works, we are thrilled to be here in person to celebrate our third opening in China, this two-story new department store concept inspired by French architecture and offering 100 brands ranging from luxury creators to fashionable international names and on to upmarket local stars. As a fashion specialist with more than 130 years of experience, Galeries Lafayette has always offered an unrivalled selection of brands and experiences tailored specifically to local consumers, and that's exactly what we want to offer them at this new store in Shenzhen."*

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**About Galeries Lafayette**

A world-famous, leading French department store, Galeries Lafayette has been the undisputed expert in fashion and events for the past 130 years. It strives to make each visit 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 and catering sectors, the brand is celebrated for its 57-store network in France -- including 19 of its own and 38 subsidiarized ones – and ten current and upcoming international stores , its e-commerce website [galerieslafayette.com](http://galerieslafayette.com) and its off-price activity Galeries Lafayette L'Outlet. More information on [galerieslafayette.com](http://galerieslafayette.com), on Facebook and Instagram (@galerieslafayette).