

IN-STORE

## Galleries Lafayette focuses on art of living with new home store concept

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*Exterior of Galleries Lafayette Haussmann store*

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By SARAH JONES

French department store chain Galleries Lafayette is feting the opening of its renovated store that combines gourmet offerings and its homewares under one roof.

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**Luxury Daily**

On Sept. 25, the retailer will host an event spanning all five floors of the building, located across the street from its flagship store on Boulevard Haussman in Paris, letting consumers experience its offerings with tastings and activities. This will help Galleries Lafayette boost its image as a lifestyle retailer, as consumers turn to the store for a larger range of shopping needs.

"The store is creating a go-to spot for the art of living—life elevated to a luxuriousness lifestyle for the Galleries Lafayette shopper," said [Marie Driscoll](#), CEO and chief consultant of Driscoll Advisors, New York.

"The move is similar to Printemps and Bon Marche," she said. "They are building out the categories in tandem with changing lifestyles of luxury and aspirational shoppers.

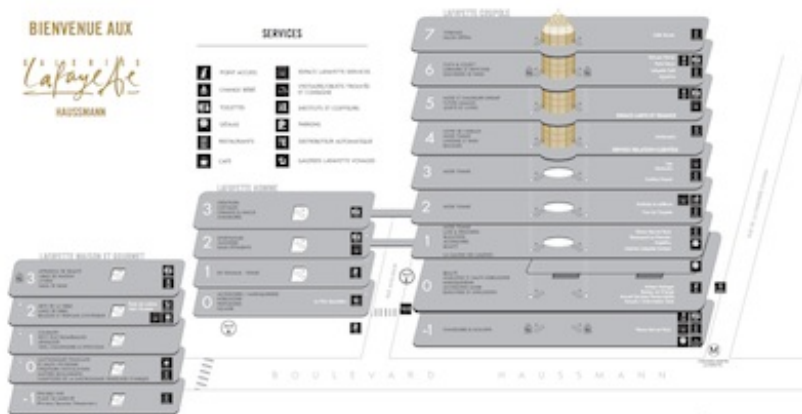
"This strategy will benefit from the growing trend in consumer demand for experiences such as dining, spas and travel over product purchases."

Ms. Driscoll is not affiliated with Galeries Lafayette, but agreed to comment as an industry expert.

Galeries Lafayette did not respond by press deadline.

New home

Galeries Lafayette's Maison & Gourmet store is approximately 80,730-square feet. The retailer condensed its home store to allow for its food items to join it in the same building.



*Map of Galeries Lafayette*

On the ground floor is the butcher, the fishmonger, the dairyman, the grocer and a brewery. The next level houses pastries, a bakery, chocolatiers and coffee.

Housewares begin on the second floor, which holds a mix of cutlery, cooking utensils, linen and small appliances with wine selection and pastries.

Adding a level of culinary education, the Alain Ducasse cooking school is located on the next floor, along with tableware and candles.



*Promotional image for Galeries Lafayette Maison & Gourmet*

The top floor carries bedding and bath linens.

To introduce the collections now available, Galeries Lafayette is hosting an in-store event. There consumers can taste a range of treats, including macarons, chocolates, honey and wine.

In addition, there will be customization offers in the home section and porcelain decorating.



*Promotional image for Galeries Lafayette Maison & Gourmet event*

To encourage transactions, Galeries Lafayette is offering a 20 percent discount on the entire home store to loyalty cardholders.

Galeries Lafayette has a ticking clock on its microsite for its Haussmann store, counting

down until the event begins at 5:45 p.m.

Previously, Galeries Lafayette Gourmet was housed within the men's store, which sits next to the domed building. This reorganization will allow the retailer to take the space previously occupied and expand its men's fashion selection.

The new dedicated building will be renovated, and is expected to open in the third quarter of 2015, to cater to a market that has a high potential, according to the retailer.

#### Mapping it out

As Galeries Lafayette moves departments within its three buildings, consumers will be able to use the retailer's application as a resource, which allows consumers to plan their shopping excursions.

Through the app, consumers can map out an itinerary before traveling to the chain's 10-story flagship Paris store on Boulevard Haussmann. As a main tourist destination in Paris, this app will help visitors to Galeries Lafayette find what they are looking for within the large department store, acting as an extension of the customer service team ([see story](#)).

Other retailers known for fashion take the opportunity to establish themselves as purveyors of fine food as well.

For instance, London department store Harrods worked to establish itself as a one-stop destination for consumers by increasing foot traffic to its 28 in-store eateries.

Harrods used its social media accounts to show top dishes to its foodie followers and general community so that consumers grasped the diversity of the department store's restaurants. Since Harrods is so well-known for its exclusive, high-end apparel and accessories, showing off its culinary side may have motivated consumers to spend more time at the store ([see story](#)).

This move toward a well-rounded lifestyle collection reflects consumer demand.

"The expanded offering could enhance Galeries Lafayette positioning in the consumer's eye as the go-to destination for curated home and food offerings as well as the latest in fashion and accessories," Ms. Driscoll said.

"In general department stores are being more responsive to their customers desires," she said.

#### Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

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