

COMMERCE

Galleries Lafayette unveils plans for second Paris flagship

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Exterior of Galleries Lafayette Hausmann flagship

By STAFF REPORTS

French department store chain Galleries Lafayette may soon have a new Paris flagship store.

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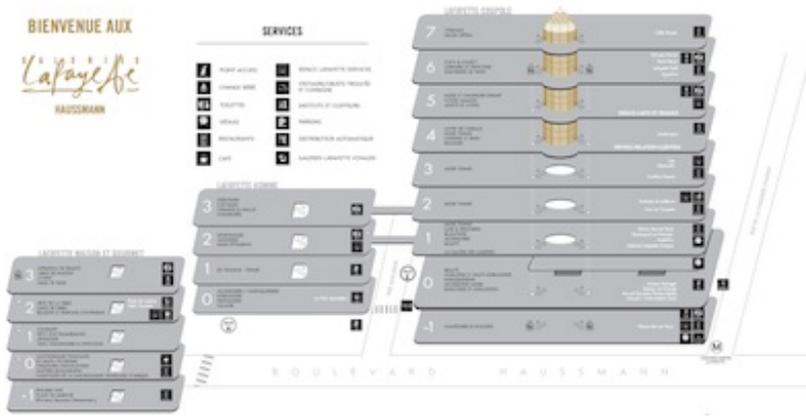
The retailer has entered exclusive negotiations to lease 52 avenue des Champs Elysées in Paris, which was previously a Virgin megastore. Having a store presence on this famous shopping avenue will allow Galleries Lafayette to reach even more tourists and Parisian luxury shoppers.

Hometown expansion

The 96,865 square-foot store is one of the largest spaces on the famous street, which also boasts beauty maker Guerlain's flagship, as well as Cartier and Louis Vuitton boutiques.

Galleries Lafayette is expected to sign the lease before the end of the year. This flagship joins the retailer's existing flagship on Boulevard Haussmann and a second Paris store at the Mall Montparnasse.

The retailer recently announced expansion plans in Europe, with its first Milan flagship set to open in the Westfield Milan in 2017-18.



Map of Galeries Lafayette's 10-story flagship on Boulevard Haussmann

There has also been some reshuffling within the Paris Haussmann flagship.

Galeries Lafayette recently opened its renovated store that combines gourmet offerings and its homewares under one roof.

On Sept. 25, the retailer hosted 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 helped Galeries Lafayette boost its image as a lifestyle retailer, as consumers turn to the store for a larger range of shopping needs ([see story](#)).

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