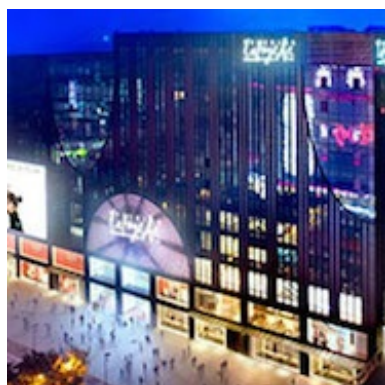


IN-STORE

Swarovski brings holiday sparkle to Galeries Lafayette Beijing

November 14, 2014



Galeries Lafayette Beijing store facade

By SARAH JONES

Precision cut-crystal maker Swarovski is embellishing Galeries Lafayette's Beijing flagship store for the holiday season with its Sparkling Christmas campaign.

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From Nov. 14 through Dec. 26, Galeries Lafayette Beijing will be transformed into a "crystal palace," with a pop-up shop, window displays and exclusive collections by local designers. Getting prime placement within a department store for the important holiday shopping season keeps a brand top-of-mind as consumers search for gifts.

"Galeries Lafayette has a differentiated approach to the Chinese market, as a showplace of its traditional French chic, as well as a curator local designers," said [Marie Driscoll](#), CEO and chief consultant of Driscoll Advisors, New York.

"This will be a festival of lights, attracting the passerby to the store and the story of the Swarovski brand," she said. "The pop-up will allow the shopper to take home a piece of this extravaganza."

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

Swarovski and Galeries Lafayette were unable to comment before press deadline.

Sparkling celebration

Swarovski will brighten the Galeries Lafayette façade with LED lights.

The brand's displays within Galeries Lafayette center on crystallized monsters. Window displays show mannequins with abnormal faces crafted out of feathers, geometric shapes or lights, wearing some of the approximate exclusive pieces featuring Swarovski elements.



Display at Galeries Lafayette

Streetwear label BAPE placed Swarovski crystals in the outline of the pattern of its iconic shark hoodie, while San Francisco-based Chictopia also used elements to dress up hoodies with red monster faces.

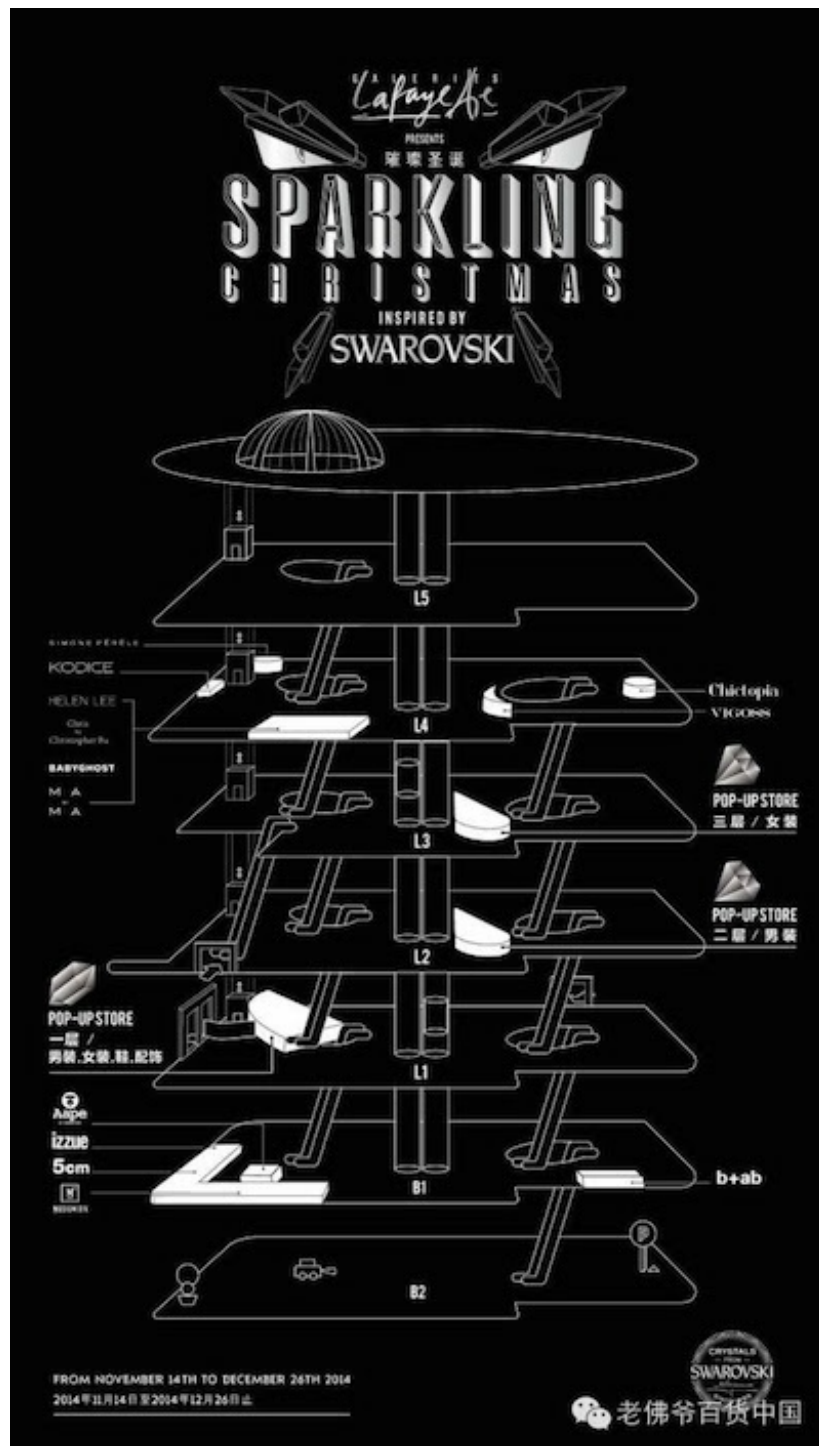
Designer Chi Zhang, born in Beijing but educated in fashion in the United Kingdom and Milan, returned home with a permanent showroom in Beijing. His exclusives for the collection are a ladylike circle skirt and dress.

Embedded Video: [//www.youtube.com/embed/WZtrpNJTwQ0](http://www.youtube.com/embed/WZtrpNJTwQ0)

Sparkling Christmas at Galleries Lafayette Beijing

Masha Ma and Wang Peiyi both embellished their designs with female faces.

In addition to the available fashions, there were also 45 works of art and exhibit pieces created for show.



Map of Swarovski Galleries Lafayette takeover

At 8 p.m. on Nov. 14, Galleries Lafayette is hosting a launch party for the campaign, including appearances by local designers Mr. Peiyi and Ye Mingzi among others.

There will also be a fashion show and cocktail party, with wine and snacks.

With a purchase of a Swarovski item from Nov. 14-16, consumers are entered into a drawing. Prizes includes Swarovski fine watches, crystal pendants, a business card holder and other assorted pieces from the brand.

"Consumers are likely to be enchanted by the event," Ms. Driscoll said. "The crystals are beyond compare and set a magical festive spirit.

"On the heels of the Singles Day shopping marathon, the French and Austrians may create a bigger Christmas shopping holiday in China."

China is an important market for Swarovski, which has shown its dedication to the country with a rapid expansion. According to [WWD](#), the brand is opening 25-30 stores in China each year.

Global appeal

The crystal monsters theme ties into Galeries Lafayette's Christmas campaign at its Paris flagship.

Galeries Lafayette is looking to delight children of all ages with a quirky monster-themed Christmas campaign, which launched Nov. 5.

From actors frolicking around the store in costume to animated window displays, consumers will have a number of opportunities to catch sight of the cast of creatures at the retailer's flagship store on Boulevard Haussmann in Paris. For the 150,000 daily visitors expected during the holiday season, this campaign will likely amuse and inspire ([see story](#)).

Swarovski has a heritage of supporting fashion designers in multiple countries, a legacy it is continuing with this Beijing celebration.

The brand hand-picks a number of fashion designers each season to show at Mercedes-Benz Fashion Week in New York as part of its Swarovski Collective.

In addition to providing financial support to the designers, the brand gives them crystals to use in their designs. Swarovski is able to showcase its own creativity through this project, as well as show its good citizenship within the fashion industry ([see story](#)).

This in-store holiday takeover will benefit both Swarovski and Galeries Lafayette.

>"Swarovski's Crystal Palace and store decorations are 'eye candy' captivating the passerby to the benefit of both, and a partnership with Galeries Lafayette provides Swarovski with exposure to large numbers of potential customers," Ms. Driscoll said. "For the Swarovski brand this alliance brings an element of fun and fashion to the 120+ year-old business."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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