

IN-STORE

Galleries Lafayette hosts shopping slumber party with Airbnb

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Exterior of Galleries Lafayette Hausmann flagship

By STAFF REPORTS

French department store chain Galleries Lafayette is giving consumers the chance to win a night's stay inside its store through a contest with Airbnb.

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At night on Jan. 6, six guests will be given an exclusive premiere of the post-holiday sales, which will begin the next day for the public. Granting consumers exclusive access to its store will appeal to loyalists, who want to know the inner workings of their favorite retailers.

After hours

On the night of Jan. 6, the six winners will be privy to the buzz of sales associates running around the store preparing for the sales, giving them a taste of the “excitement and atmosphere.”

Guests will sleep in two triple rooms, located in the clothing departments under the iconic dome. Accommodations are complete with an oversize walk-in closet.



Interior of Galeries Lafayette

Once the doors close in the store, the winners will have the chance to peruse, select pieces and purchase from the closet with the help of a personal shopper. Consumers get a voucher worth about \$243 to get them started.

After shopping, the guests will be treated to a dinner overlooking the dome before going to bed in their in-store accommodations.

The following morning, after a French breakfast, the guests will be the first to go through the checkout line before the official kick-off of the sales.

To enter, consumers have to write an email to Galeries Lafayette, detailing why they should win in 100 words or less and selecting a date for their stay. A panel of judges will pick the winner, based on the creativity and spirit of their message.

Other luxury brands have sought to elevate their after-Christmas sales.

British department store Harrods is welcoming consumers in-store for its annual winter sale Dec. 26.

The lead up to the event will host live music and food outside the department store as consumers wait for doors to open. Hosting an annual event likely creates a loyal relationship between consumers that attend and Harrods ([see story](#)).

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