

MULTICHANNEL

Galleries Lafayette travels throughout space to spread holiday cheer

November 11, 2015



Window display at Galleries Lafayette

By SARAH JONES

French department store chain Galleries Lafayette is taking consumers to another planet this holiday season with the launch of a cosmic-themed Christmas campaign.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

This year, the retailer's holiday windows portray the adventures of Leon, a small robot from the imaginary planet Scopi, and his family. With tie-ins to the newest film in the Star Wars franchise premiering in December, this campaign is poised to capture consumers' attention with its futuristic theme.

"Galleries Lafayette has created a very clever and unique theme for their Christmas season," said Dave Rodgerson, a retail business development executive at [Microsoft Canada](#), Toronto.

"Robots, especially cute and friendly robots, are well received by kids," he said. "The characters they've created have an interesting mix of Pixar Studio-like qualities combined with the shiny finish of beautiful Christmas tree ornaments."

"With the release of the latest Star Wars movie, robots and 'droids' will be back in fashion. By designing their own robot family, the retailer avoids the cost of licensing characters from a movie franchise."

Mr. Rodgerson is not affiliated with Galleries Lafayette, but agreed to comment as an industry expert.

[Galleries Lafayette](#) did not respond by press deadline.

Interplanetary adventure

Galleries Lafayette centered its campaign on a robot family from the planet Scopi 2,450 light years away from Earth. The protagonist, Leon, is with his friend Lumi watching the night sky through a telescope when they see the light of a Christmas ornament hanging from a large tree, prompting a journey to find this light.



Window at Galeries Lafayette

The pair set off with Leon's family, and the group experiences adventures while aboard their ship. They uncover bizarre insects, traverse the Milky Way, stop off on Mars and dance with other robots.

When they finally reach their destination, the ball turns out to be under the dome of Galeries Lafayette's flagship, a destination which leads them to an enjoyable Christmas.



Window at Galeries Lafayette

Keeping the theme in its indoor decorations, Galeries Lafayette's towering metallic tree underneath its dome is decked out in orbs resembling planets. Four times a day, the tree will be the centerpiece of an indoor light show.



Tree inside Galeries Lafayette

In-store, Galeries Lafayette is bringing a cinematic flair to the campaign through a partnership with Disney surrounding its upcoming release of "Star Wars: The Force Awakens." In the recently opened Disney shop-in-shop and in other departments consumers can purchase toys and licensed merchandise from the film.

There are also dedicated Star Wars windows and an exhibition.

At the official launch of Galeries Lafayette's Christmas campaign, the Paris street was taken over by Star Wars characters. A bevy of Stormtrooper soldiers marched down a runway, while a group of Jedi performed acrobatic tricks.

Evenement Star Wars x Galeries Lafayette le 4 novembre 2015

From Dec. 2-16, the store is running interactive children's programs on Wednesday, Saturday and Sunday. Kids can attend to decorate a robot or have intergalactic makeup applied.



Promotional image for Galeries Lafayette Christmas campaign

Merry mascots

This is not the first unconventional cast of characters to grace a Galeries Lafayette Christmas campaign.

Galleries Lafayette looked to delight children of all ages with a quirky monster-themed Christmas campaign for 2014. From actors frolicking around the store in costume to animated window displays, consumers had 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 likely amused and inspired ([see story](#)).

Other retailers are looking to the cosmos for their holiday campaigns, a theme that will excite consumers' imaginations.

British department store chain Selfridges is taking consumers on a "Journey to the Stars" this holiday season with an astrologically themed campaign.

This year's Destination Christmas diverts from the typical snowy atmosphere in favor of zodiac signs, using the personality profiles as a reference point for window displays, gifting merchandising and in-store events. Taking an out-of-the-box approach may help Selfridges differentiate itself from other retailers during the important holiday shopping season ([see story](#)).

"In one way, thinking outside the box to create new themes for the holiday season allows Galleries Lafayette to avoid some of the imagery that is associated with a religious occasion," Mr. Rodgerson said. "This helps position them in a way that may have a broader appeal culturally.

"There may be some risk in that this new robot family is not that familiar to customers, but the overall cosmic theme is interesting enough that they are just one element of that story line," he said.

"Star Wars is still the pre-eminent story, especially with the new movie so close at hand. Leon and his robot family have a very different look and feel, so there's no intent to compete. There's enough room in the universe for both!"

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.