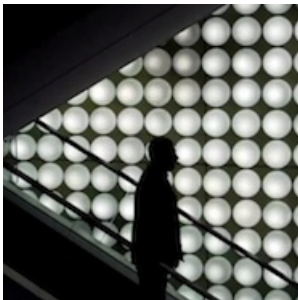


IN-STORE

Galleries Lafayette illuminates men's shop with LED art

March 16, 2016



Xavier Veilhan instillation at Galleries Lafayette

By STAFF REPORTS

French department store Galleries Lafayette is inaugurating its newly renovated men's department with an art installation the size of its central atrium.

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Galleries Lafayette's flagship in Paris on boulevard Haussmann recently completed an expansion for its menswear department, and to usher in the floor's new look and feel the retailer recruited artist Xavier Veilhan to create a large-scale piece of art. Given the overlap between fashion and art, it is common the brands and retailers commission artworks to capture the essence of a program, collection or space.

Light it up

For the new men's shop, Mr. Veilhan created a single installation titled "Light Machine 2016." The piece not only highlights the new look of the men's department but also serves as an illuminated link between Galleries Lafayette's four floors and occupies the elevator column on side of the retailer's atrium.

Mr. Veilhan worked with Galleries Lafayette previously for the "on/Off La Galerie des Galeries" in 2014.

The piece is 42 feet high by 29 feet wide and was made using 1,600 lighted spheres. The spheres are illuminated by 7,000 LED lights and will show moving images created by Mr. Veilhan for the project with Galleries Lafayette.

To introduce the installation to its consumers, Galleries Lafayette turned to social media, where it showed a graphic interchange format file of shoppers descending the elevator as the LED spheres light up in a pattern.

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Pour célébrer la transformation du nouveau magasin ddi l'homme, les Galleries Lafayette Haussmann inaugurent ce soir, une installation unique de Xavier Veilhan (Official) : Light Machine, 2016.To celebrate the new men shop, Galleries Lafayette Paris inaugurate the single installation by the artist Xavier Veilhan (Official) : Light Machine, 2016.Credit GIF Francois Glvarec

Posted by [Galleries Lafayette](#) on Tuesday, March 15, 2016

Incorporating art into an in-store display can promote foot traffic, and those passersby may lead to a conversion. For instance, Italian fashion label Dolce & Gabbana is leading consumers through its doors with a heritage-inspired street art campaign.

To complement the #ItalialsLove campaign, the brand is inviting street artists to paint outside its boutique doors. Calling forth an Italian tradition and working with contemporary artists demonstrates Dolce & Gabbana's respect for its heritage and provides a more immediate form of advertising ([see story](#)).

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