

IN-STORE

Galleries Lafayette builds on heritage for Paris flagship remodel

March 21, 2016



Exterior of Galleries Lafayette Haussmann flagship

By STAFF REPORTS

French department store chain Galleries Lafayette's Paris flagship is about to get a makeover.

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

After holding a competition between three architectural firms, the retailer has chosen AL_A to redesign its Boulevard Haussmann store, including its iconic dome. The modernization of the store is undertaken with the goal of better serving customers a 21st century shopping experience.

New look

The remodel of Galleries Lafayette's 431,000-square-foot cupola structure will begin in 2017.

AL_A is behind the extension of London's Victoria & Albert Museum and was the firm responsible for the remodel of Selfridges' Birmingham store. The firm founded, by Amanda Leveté, was selected by Galleries Lafayette for its bold plan that blends heritage with modernity.

"We are delighted to start this collaboration with Amanda Leveté and her team to conduct the reinvention of this iconic Cupola building, which is also the soul of the Galleries Lafayette brand," said Nicolas Houz, CEO of Galleries Lafayette and BHV Marais, in a brand statement. "Amanda has demonstrated her talent for radical thinking and reimagining built heritage, and I am confident that her innovative vision will serve our ambition to offer to our clients the department store of the 21st century."



Interior of Galeries Lafayette store

Other department stores have revamped their physical store presence with luxury clientele in mind.

High-end retailer El Palacio de Hierro underscored the influence of Mexican ultra-high-net-worth consumers with the remodeling of its flagship in Mexico City.

Mexico has been on the cusp of gaining an emerging market label, and as Brazil's economic crisis worsens brands are increasingly looking at the North American country's potential. When El Palacio de Hierro reopened its doors on Nov. 6, the Mexico City location became the single largest luxury department store in all of Latin America ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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