

RETAIL

Galleries Lafayette invites artistic duo to stage summer of madness

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Galeries Lafayette exterior

By STAFF REPORTS

French department store chain Galeries Lafayette is enlivening its flagship store with help from the conceptual creative duo behind art magazine Toilet Paper.

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From July 6 through Aug. 27, the retailer's flagship Boulevard Haussmann store will be transformed into a visual playground, with window displays, installations and an exhibition. An international crowd of more than 100,000 people visit Galeries Lafayette's Parisian store during the month of July, making it a prime time to launch this playful, eye-catching campaign.

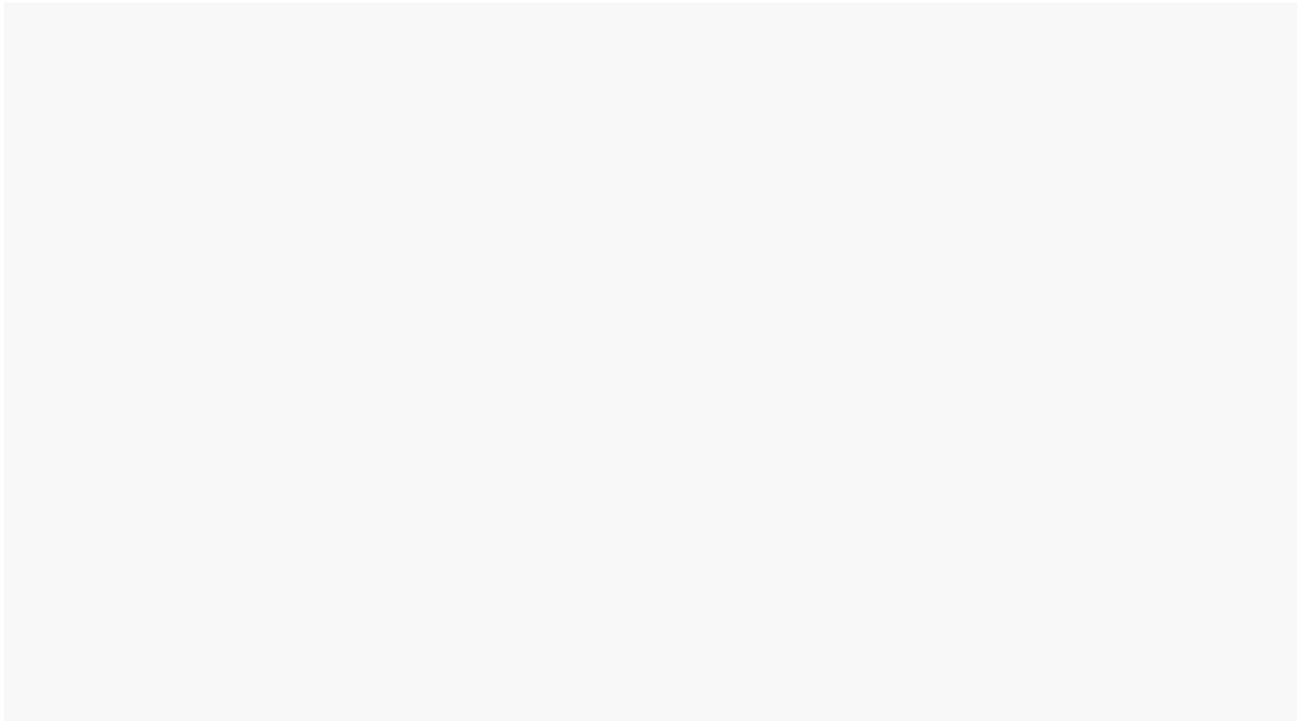
Summer time madness

Toilet Paper magazine was founded by Maurizio Cattelan and Pierpaolo Ferrari, artists who met each other more than a decade ago when on a photo shoot. Their magazine works to subvert classic advertising, fashion and film norms with photos inspired by found objects.



Image from Toilet Paper magazine

For Galeries Lafayette, the pair has created a series of 11 images around the theme of summer, romance and Paris. These creations, which include a scene of the Eiffel Tower on vacation on a deserted island and references to French cuisine, will feature in the windows on Boulevard Haussmann.



? J-3! Le 6 juillet, le magazine Toilet Paper investit les Galeries Lafayette Haussmann pour célébrer l'été Paris
#TOILETPAPERxGL #GaleriesLafayette #toiletpapermagazine #exposition #soon - ? The countdown is on ! 3 days
until Toilet Paper takes over Galeries Lafayette Haussmann to celebrate summer in Paris ! #TOILETPAPERxGL
#GaleriesLafayette #toiletpapermagazine #comingsoon

A video posted by Galeries Lafayette (@galerieslafayette) on Jul 3, 2016 at 2:04am PDT

The exhibit, up until Sept. 10, is a collaboration with designers Seletti and Gufram, with the results a series of surreal objects.

Toilet Paper has been a frequent collaborator with fashion label Kenzo.

The brand teamed up Toilet Paper magazine on a surreal advertising campaign for its fall/winter 2014 collection.

The resulting campaign shows models popping up out of holes in the floor or breaking into houses using the dog door. Breaking away from traditional fashion advertising images can help a brand stand out in the middle of a magazine's pages ([see story](#)).

Galeries Lafayette is also not shy of picking conceptual art for its campaigns.

In 2014, the retailer created a multichannel campaign with graffiti artist Andr Saraiva to prove the retailer's quirkiness.

Mr. Saraiva's image is plastered across a billboard outside the store, and his signature tag "Mr. A" is seen across the retailer's content Web site. By choosing an artist rather than a model, Galeries Lafayette is able to show its creative flair ([see story](#)).