

RETAIL

Galleries Lafayette touts creative shift with year-long Toilet Paper ad collaboration

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Toilet Paper magazine ad for Galleries Lafayette

By STAFF REPORTS

French department store Galleries Lafayette has selected Toilet Paper magazine as artistic director for the creation of its 2017 advertising campaigns.

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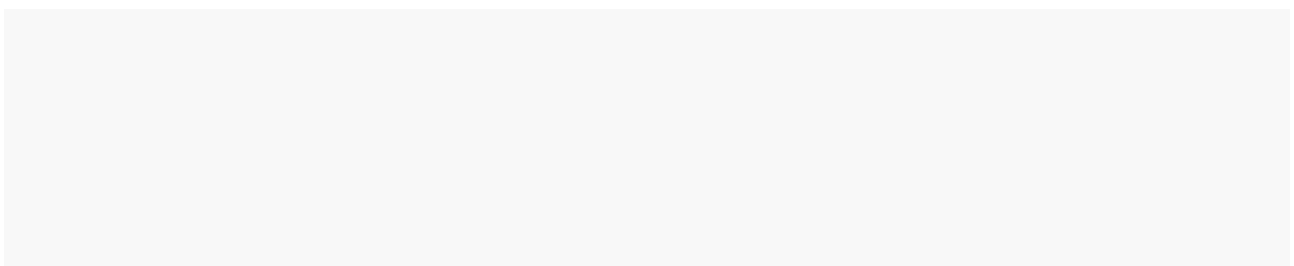
The unconventional Toilet Paper magazine, created by artistic duo Maurizio Cattelan and Pierpaolo Ferrari, will serve as the retailer's artistic director for new ads released throughout the year. The first of its 2017 campaigns shares with consumers that Galleries Lafayette is open on Sundays.

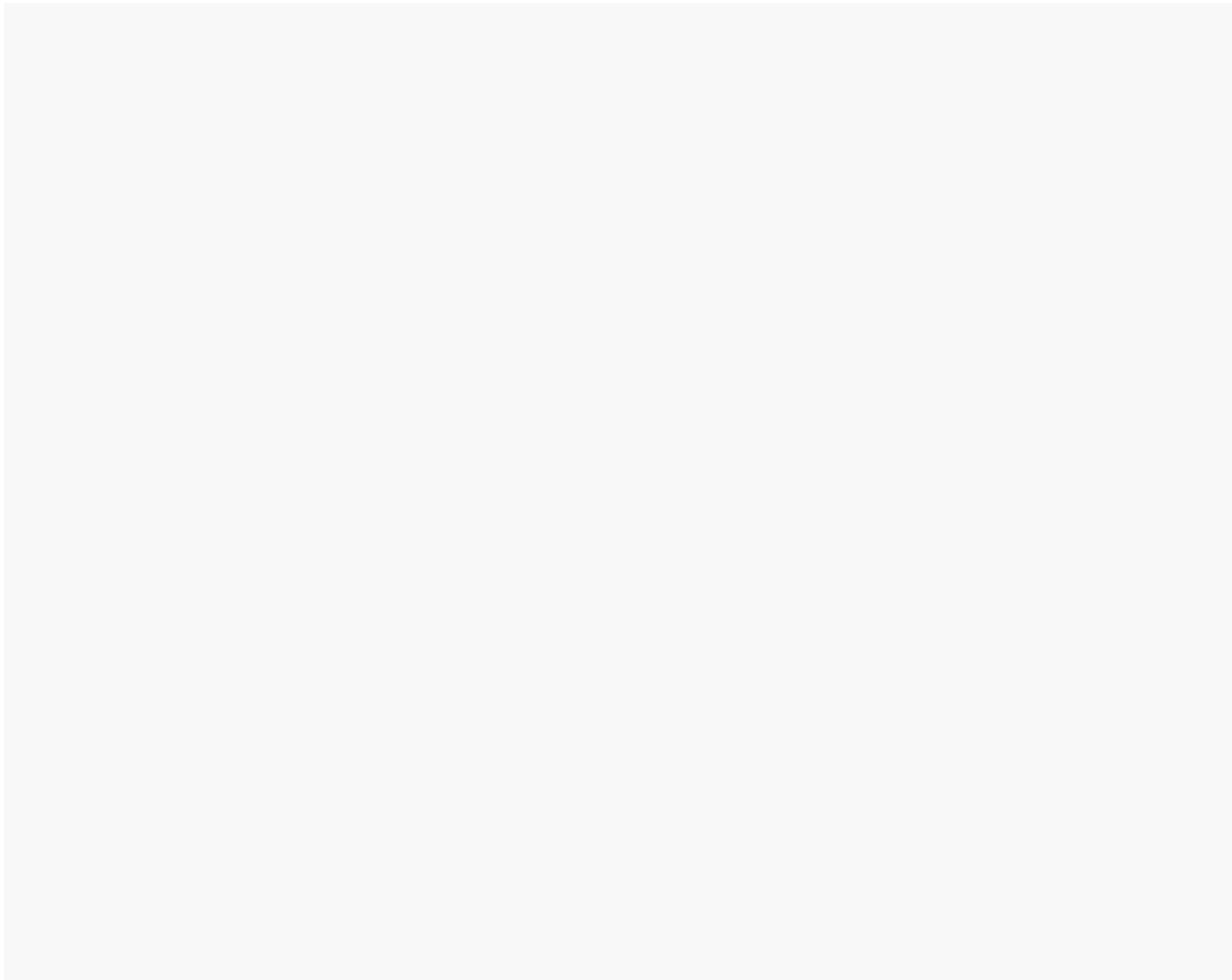
Out of the canon

ToiletPaper magazine's first advertisements for Galleries Lafayette focuses on the department store's locations being open on Sundays, a relatively new offering for Paris retailers.

One advertisement shared to Facebook shows a woman being launched from a canon. A speech bubble by her mouth reads, "Open every Sunday".

A second version posted to Galleries Lafayette's Instagram shows a man being ejected from the canon before the woman pops out and uses her hand as a visor to see how far he was thrown. A speech bubble, in French, alerts consumers of Galleries Lafayette's Sunday hours.





??? ?? Attention les yeux! En 2017, les Galeries Lafayette visent rien de moins que la Lune et entament une collaboration indite avec Toilet Paper pour toutes leurs campagnes. Embarquement immédiat avec Maurizio Cattelan et Pierpaolo Ferrari pour une année canon! #GaleriesLafayette #ToiletPaper #OuvertTousLesDimanches

A video posted by Galeries Lafayette (@galerieslafayette) on Jan 20, 2017 at 3:32am PST

The campaign aims to "illustrate the outspokenness of the Galeries Lafayette brand and renews with the impertinence and the creative energy which defines its singularity."

In September 2015, Galeries began a creative transition that saw a new logo, graphic charter and advertising tone ([see story](#)). Doing so allowed the 120-year old retailer to reconnect with its artist collaboration roots.

Last summer, Galeries Lafayette worked with Toilet Paper magazine for a window display takeover. For the effort, Toilet Paper's creative duo created a series of 11 images around the theme of summer, romance and Paris. These creations, which included a scene of the Eiffel Tower on vacation on a deserted island and references to French cuisine, were featured in the windows on Boulevard Haussmann ([see story](#)).

"Moving from the magazine to Galeries Lafayette advertising, going beyond the idea of an exhibition in a museum and seeing our visitors face out ideas, on the street or in the subway, without filter, is for us a unique opportunity," said Toilet Paper magazine's Mr. Cattelan and Mr. Ferrari in a joint statement.

"We are now mainstream, but we might as well go unnoticed after all," they said.



Image from Toilet Paper magazine

Galleries Lafayette's is continuing its association with Toilet Paper magazine through creative campaigns. Agency Wednesday will remain on board to lead the campaign's creative direction.

Throughout the year, Galleries Lafayette's campaigns with Toilet Paper will break via social media channels in the form of animated GIFs on Instagram, Facebook and Snapchat.

"This collaboration with Maurizio Cattelan and Pierpaolo Ferrari, whose creativity and boldness we have always admired, crowns several years of trust and joint projects," said Guillaume Houze, Galleries Lafayette and BHV Marais image and communications director, in a statement.

"Toilet Paper is a perfect partner to cross a new milestone and return to the freedom of tone and exuberance that characterize the Galleries Lafayette brand," he said. "These new campaigns, resolutely optimistic, will allow us to fully fulfill our mission: to bring some life to the city.

"I am delighted to put their talent at the service of Galleries Lafayette."

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