

RETAIL

Galeries Lafayette aims for increased store traffic via shopping experience

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Shopping in Paris is now personal with Galeries Lafayette's help. Image credit: Galeries Lafayette

By STAFF REPORTS

French department store chain Galeries Lafayette is dispensing its fashion and lifestyle expertise with a shopping experience geared toward tourists.

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Paris is an especially popular shopping destination for foreign visitors, but the City of Light has been plagued by a drop in tourists after concerns of continued terror attacks post-November 2015. Department stores such as Galeries Lafayette have been hit hard due to the fewer number of visitors as their bricks-and-mortar locations are frequent tourist spots.

Shopping services

Galeries Lafayette's Parisian Shopping Experience is available at the retailer's Boulevard Haussmann location, not far from the Eiffel Tower.

While at the department store, Galeries Lafayette consumers will be treated to the store's French fashion and lifestyle experts through made-to-measure services.

The shopping experience will be centralized at Galeries Lafayette's Le Concierge, a private lounge. The consumer will have access to Galeries Lafayette's dedicated concierge services as well as fast-track payment and tax refund assistance.

During the shopping experience, Galeries Lafayette's personal shopping service will be on hand to assist consumers. Once the day's shopping excursion is complete, Galeries Lafayette will deliver in-store purchases to the consumer's hotel or home in Paris.



Galeries Lafayette is well-known for its central domed atrium

On-site amenities also include complimentary drinks and snacks at one of Galeries Lafayette's restaurants: Angelina, Starbucks or Vue sur Coupole. The retailer will also supply international print magazines and WiFi.

As an added perk, Galeries Lafayette will gift Parisian Shopping Experience guests with a branded tote bag.

Consumers can book the experience for \$55.

In March, Galeries Lafayette began welcoming Asian tourists to its brand with a dedicated Haussmann boutique.

A large percentage of these foreign visitors are Asian travelers visiting Paris with tour groups, but due to France's recent string of terrorist attacks, interest in the City of Lights as a destination has suffered. Designed by French architect Ora-to, Galeries Lafayette's shopping and welcome center will offer Asian consumers bespoke services that will ease the shopping experience ([see story](#)).

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