

FRAGRANCE AND PERSONAL CARE

La Prairie updates selling space at Galeries Lafayette

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La Prairie has debuted a new selling concept at Paris' Galeries Lafayette; Image courtesy of La Prairie

By STAFF REPORTS

Swiss skincare brand La Prairie is reimagining the counter experience with a store redesign.

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La Prairie has launched its new store concept at Paris department store Galeries Lafayette on Boulevard Haussmann. The beauty counter experience has evolved recently due in part to online tutorials and ecommerce, which have given brands the opportunity to adapt to shifts in consumer behavior.

Essence of timelessness

La Prairie turned to its Swiss heritage for inspiration for the updated store design. The skincare brand's concept at Galeries Lafayette recalls Swiss contemporary architecture style that balances raw and refined structures with natural elements.

The skincare brand has incorporated wood and mineral elements within its new selling space.

Art, a pillar of the brand ([see story](#)), has also been placed to enhance the design. Works commissioned for display represent La Prairie's product collections.



La Prairie selected artwork that reflects its product's characteristics; Image courtesy of La Prairie

Consumers visiting the La Prairie counter at Galeries Lafayette will enjoy an intimate consultation space and can interact with a digital product experience table. For added privacy during transactions, La Prairie has added a Mondrian-inspired divider.

"We are very excited about the launch of La Prairie's new store design and visual merchandising," said Greg Prodromides, CMO of La Prairie, in a statement. "This is, to us, a new brand statement, which we feel perfectly represents our quest for timeless beauty.

"And nowhere embodies the essence of that timelessness more than La Prairie's birthplace, Switzerland," he said. "Indeed, La Prairie's new store designed – developed internally by Stana Pijunovic, in-house chief architect at the head of a team of Swiss architects and designers – is inspired by the authentic, sophisticated elegance of Swiss contemporary architecture."

La Prairie's Galeries Lafayette counter is the first of its selling spaces to include this design. Worldwide rollout will continue to its other counters around the world in due course.

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