

RETAIL

## Galleries Lafayette strengthens global positioning with Turkish flagship

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*Galleries Lafayette operates 61 stores, including its Paris flagship on Boulevard Haussmann; Image credit: Galleries Lafayette*

By STAFF REPORTS

French department store chain Galleries Lafayette is upping its global presence with a new bricks-and-mortar location in Istanbul.

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Galleries Lafayette is opening its first Turkish flagship through a partnership with the DEMSA Group, a local player that assists brands enter the market. DEMSA Group also works with a slew of luxury players, including Tom Ford, Gucci, Lanvin and British retailer Harvey Nichols, to establish their brands in Turkey.

Parisian chic in Istanbul

Galleries Lafayette's flagship location in Istanbul recently opened in the high-end Emaar Square shopping mall.

The flagship store has a selling floor of 102,000 square feet, allowing Galleries Lafayette to offer a complete range of products from premium to luxury.

At its Turkish storefront Galleries Lafayette will offer consumers a selection of more than 400 brands for men, women and children. Departments for accessories, home goods and personal care are also included.

To connect the Istanbul Galleries Lafayette with its global flagship on Paris' Boulevard Haussmann, the retailer included its domed atrium in the store's design.

"A few weeks after the BHV Marais in Dubai, United Arab Emirates, the opening of this new flagship in Istanbul strengthens our position in the Near and Middle East, regions where the attraction for our brand is strong," said Nicolas Houz, CEO of Galleries Lafayette and BHV Marais, in a statement.

"We are pleased to work on this ambitious project with the DEMSA Group, whose recognized retail expertise in the region will contribute to the success of this store," he said.



*Galleries Lafayette has set its sight beyond its Parisian rooftop's view; Image credit: Galleries Lafayette*

Sharing Mr. Houz's sentiment, Cengiz etindoan, CEO of DEMSA Group said, "The arrival of Galleries Lafayette brings a new atmosphere to the Asian shore of Istanbul.

"The DEMSA group is delighted to offer such prestigious brands to its customers, symbol of the French art of living," he said.

With the addition of the Istanbul location, Galleries Lafayette now operates a network of 61 stores in France and abroad.

Straddling Europe to the west and Asia to the east, Turkey has been an attractive location for luxury brand marketers.

In 2017, the Istanbul Ataturk airport, which was subjected to a terror attack in June 2016, is scheduled to close to make way for the largest airport in the world, the Istanbul New Airport. The new airport project will boast the world's largest duty free shop.

Duty free shopping and high-end hospitality have made Turkey a popular tourist destination recently. But, after numerous terrorist attacks in 2016 alone, the "gateway to the East" has lost approximately 40 percent of the 37 million tourists who visited the country in 2014 ([see story](#)).

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