

RETAIL

Galleries Lafayette, Printemps ramp up neighborhood presence ahead of Olympics

September 12, 2017



Promotional image for Ready, Set, Go! Image credit: Passage du Havre

By STAFF REPORTS

French department store chains Galleries Lafayette and Printemps are getting into the sporting spirit, celebrating Paris' bid to host the Olympic Games.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Ahead of the Olympic Committee's formal announcement of the 2024 site of the games, the retailers are two of the local businesses participating in the Haussmann neighborhood's "Ready, Set, Go!" festivities. The broader #HaussmannParis banner is intended to not only support Paris' hosting of the games, but also raise awareness for the 9th city district as a destination.

On your mark

Ready, set, go! will take place on Sept. 13 from 8:30 to 11 p.m.

The Olympic Block Party on Sept. 13, hosted by Galleries Lafayette, Printemps and Passage du Havre, will include a climbing wall, two badminton courts, ping pong tables, stationary bicycles and giant foosball.

Adding to the festive atmosphere, there will also be a DJ set by Mermaid Express and six food trucks.

"Each year, boulevard Haussmann welcomes over 50 million French and international visitors, who contribute and underpin its influence," said Agnès Vigneron, director of Galleries Lafayette Haussmann, in a statement. "Today, we are reaching a new milestone with the mobilization of all #HaussmannParis actors, to increase the appeal of our neighborhood together."

On est prêts ! Et vous @cetafrance @passageduhavre @printempsofficial ? Rendez-vous mercredi pour une soirée exceptionnelle afin de célébrer la candidature de Paris aux Jeux Olympiques 2024 ! -----
----- #GalleriesLafayette #HaussmannParis #JO2024 #Paris

A post shared by Galleries Lafayette (@gallerieslafayette) on Sep 12, 2017 at 9:54am PDT

Among the efforts of #HaussmannParis are cultural events, modernizing its heritage and making it a more appealing commercial district.

"This neuralgic Parisian neighborhood, which is at the origin of modern trade, has all the potential to become a major attraction for the capital," said Pierre Pellarey, general director of Printemps Haussmann. "The stakes for #HaussmannParis are now to accelerate the qualities of this neighborhood to make it an authentic living space for the locals and for the tourists who come from all around the world."

A number of French luxury companies have backed Paris' efforts to secure the 2024 Olympic and Paralympic Games.

For instance, specially created Kenzo designs for the French delegation were worn for the first time during a press conference held in Rio de Janeiro, Brazil on Aug. 5, 2016, during which representatives including French President François Hollande made a presentation in front of 20,000 journalists. Part of parent company LVMH Group's official partnership with Paris 2024, Kenzo will lend its support as the French Bid Committee hosts further showcase events to make its case ([see story](#)).

Paris is the presumed host of the 2024 Olympics, after its last rival Los Angeles was offered a deal to host the 2028 games. The official announcement will be made in Lima, Peru on Sept. 13.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.