

RETAIL

Galleries Lafayette pilots omnichannel tactics at new location

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Galleries Lafayette operates 61 stores in France and abroad, including its Paris flagship on Boulevard Haussmann; Image credit: Galleries Lafayette

By STAFF REPORTS

French department store chain Galleries Lafayette is inaugurating a new experience-led store concept at the Carr Snart shopping center in the Paris region.

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Galleries Lafayette's concept is the first of its 56 French stores to incorporate fully omnichannel selling tactics and is firmly anchored in the local environment. The latest Galleries Lafayette location is considered the first significant addition to its French store network in the past few years.

A forest of innovation

The Galleries Lafayette at Carr Snart, owned by Unibail-Rodamco, will include about 65,000-square-feet of selling space across two floors. The location is meant to showcase all of the retailer's best and most-recent innovations.

Galleries Lafayette plans to redesign its department store model based on the concepts incorporated into the Carr Snart location.

Innovations at Galleries Lafayette at Carr Snart include innovative services that are both physical and digital to better serve its consumers.

"We have embarked on an extensive overhaul of our French network, in which we invest 150 million euros (\$177 million at current exchange rates) each year," said Nicolas Houz, CEO of Galleries Lafayette, in a statement.

"Today's inauguration of the Carr Snart Galleries Lafayette store is a key milestone along the path that we have mapped out," he said. "Our goal is to make our stores genuine living spaces – homes in which our customers are our guests – and to harness the best of the latest innovations in physical and digital retailing to achieve this."



Carr Snart Galeries Lafayette explores omnichannel tactics. Image credit: Galeries Lafayette

On the ground floor, Galeries Lafayette has reserved space for its premium services such as electronically booking products and next-day click-and-collect.

Also, the new store includes a pilot digital showroom that will be rolled out in several Galeries Lafayette stores in the near future. The innovative showroom is dedicated to luggage and travel bags.

Sales associates at the Carr Snart location will also be trained to use tablets to provide better service and advice to consumers throughout the purchasing process, which will be completed on a mobile device.

As for store design, Galeries Lafayette found inspiration in the nearby Snart forest, which has been reflected in the sales floors. The forest-inspired design provides transparency and natural light.

At the front entrance, consumers will be welcomed by a nearly 30-foot glazed facade, and the interior has been decorated to recall key features of the local environment.

The Carr Snart Galeries Lafayette will sell women's, men's and children's apparel and accessories, as well as a curation of exclusive brands.

Fine-tuning its omnichannel experiences also includes putting more stock into its ecommerce platform as well.

In September, Galeries Lafayette Group acquired a majority stake in online retailer La Redoute.

While this agreement will see Galeries Lafayette Group buy 51 percent of La Redoute's shares through its holding company Motier, the group has plans to eventually acquire a 100 percent stake in the fashion and home furnishings ecommerce retailer. Together, Galeries Lafayette Group and La Redoute will form an omnichannel group that will be the largest retailer of fashion in France ([see story](#)).