

RETAIL

Galleries Lafayette augments holiday event with virtual reality experience

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Galleries Lafayette's holiday event introduces video and virtual reality. Image credit: Galleries Lafayette

By DANNY PARISI

French department store Galleries Lafayette is rolling out a variety of new features both in-store and online for the holiday season in an extravaganza called Nol Spectacular Spectacular.

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The department store will be decorating its locations to be in line with the holiday spirit as well as releasing several digital campaigns including a virtual reality experience. These efforts show that Galleries Lafayette is pulling out all the stops in order to capture the holiday shopping craze.

Holiday season

The holiday season is the biggest time of the year for retailers.

For high-end department stores like Galleries Lafayette, this is especially true, as they typically go all out in redecorating the entire location and rolling out lots of holiday-themed limited offers.

Galleries Lafayette has titled this year's holiday event Nol Spectacular Spectacular.

In addition to its annual massive Christmas tree in the middle of the store, Galleries Lafayette is offering collections of holiday-themed products and special gift guides.



No! Spectacular Spectacular. Image credit: Galeries Lafayette

To accompany this renovation, the store teamed up with Oculus to create a virtual reality experience that will be hosted exclusively in the store.

Starting Nov. 9 to Jan. 3, customers will be able to experience the Spectacular Spectacular roller coaster in immersive virtual reality for free on the main store's second floor.

Additionally, the retailer has debuted a short film to promote the holiday event that is reminiscent of old holiday home videos that one might have stored in the attic.

Over the course of the short video, filmed in a purposely lo-fi quality reminiscent of old video cameras, models are shown playing dress up and dancing in front of a cheap curtain with holiday decorations strewn around.

The entire event is especially geared towards families with young children with many activities planned throughout the holiday season intended to entertain children while their parents get their holiday shopping done.

Spectacular Spectacular

Around this time of year, all of the major high-end department stores have begun their big holiday campaigns.

Department store chain Saks Fifth Avenue's upcoming holiday campaign will weave a fashion fairytale in homage to Disney's classic animated feature "Snow White and the Seven Dwarfs."

The retailer's "Once Upon a Holiday" campaign will feature window displays that recreate the feeling of the film through animation, custom gowns and art. Commemorating the movie's 80th anniversary, Saks' campaign leans on Disney magic to inspire shoppers of all ages ([see story](#)).

Similarly, department store chain Barneys New York is going all out this holiday season with an extensive collaboration with artists Simon and Nikolai Haas that includes a full redesign of its flagship store and an accompanying social giving campaign.

No! Spectacular Spectacular

The collaboration, headed by the Haas brothers and Barneys creative director Matthew Mazzucca, is inspired by the idea of modeling the store throughout the ages, spanning from prehistory to the future. Barneys' redesign marks the first big United States-based holiday retail event of the season, although more are sure to follow soon ([see story](#)).

For the second year, department store chain Nordstrom's holiday campaign turns the camera on its customers.

Building on last year's celebration of the relationship between store and shopper, this season's effort highlights its customers' real relationships, capturing its clients with their friends and families. Lately, Nordstrom has been opting for non-models for its campaigns, leading with real stories rather than imagined scenarios ([see story](#)).

Galeries Lafayette's No! Spectacular Spectacular takes things a step further with an omnichannel effort that combines in-store activities with virtual reality embellishments.