

JEWELRY

Galleries Lafayette wins bid for Paris Aéroport's watchmaking endeavor

February 16, 2018



Galleries Lafayette Royal Quartz Paris is the new moniker. Image credit: Galleries Lafayette.

By STAFF REPORTS

French department store chain Galleries Lafayette will be managing a new timepiece initiative for a highly trafficked area.

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The retail group's Royal Quartz Paris will be transforming into the new brand name Galleries Lafayette-Royal Quartz Paris. The watch retailer will be unveiling its new name and branding while it takes over 11 luxury watch stores for Paris Aéroport.

Management and rebranding

Royal Quartz Paris has won the bid to manage the 11 watch stores located in airports Roissy Charles-de-Gaulle and Orly in France.

The deal will last until 2026 and builds on the two brands' existing relationship. Galleries Lafayette won the previous tender for Paris' airports in 2011, and has had a presence in these locations since 1995.

With the brand's new moniker, Galleries Lafayette hopes to bring the prestige of its own name to the heritage and expertise of the Royal Quartz Paris brand. Combining the two names, the retailer is looking to effectively portray its prominence.

"We are very pleased that Paris Aéroport has renewed its trust in Galleries Lafayette-Royal Quartz Paris as its preferred watchmaking business partner, and to dedicate our know-how to serve a shared ambition: making Paris, and France, the top destination for travelers worldwide," said Daphn de Jenlis, managing director of **Galleries Lafayette-Royal Quartz Paris**, in a statement.

"The pursue of our collaboration with Paris Aéroport gives Galleries Lafayette-Royal Quartz Paris a new impetus to reinvent our commercial offer, optimize client services and develop a new exclusive store concept around a typical Parisian shopping experience: Window on Paris," she said.



A current Royal Quartz Paris store. Image credit: Galeries Lafayette.

These two initiatives from Galeries Lafayette come as it aims to increase efficiency and agility while simultaneously maintaining its nationwide presence through a new strategy.

Galeries Lafayette is looking to franchise 22 of its stores across France. The deal allows Galeries Lafayette to partner with experts that can improve these individual locations without too much risk ([see more](#)).

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