

RETAIL

Galleries Lafayette opens new seaside location in Marseilles

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Galleries Lafayette's new location is inspired by the Mediterranean. Image credit: Galleries Lafayette

By STAFF REPORTS

Department store chain Galleries Lafayette is unveiling a new location in the heart of the Prado shopping center in Marseille as the retailer seeks to expand its physical offerings.

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The new location is designed in the shape of a pier, symbolically connecting the land and the sea, according to the brand. The new location's design is inspired by the Mediterranean and focuses on the heritage of Marseille.

"Galleries Lafayette has always been deeply involved in the city of Marseille," said Olivier Bron, operations director at **Galleries Lafayette**, in a statement. "We truly believe in the potential and appeal of the city and are pleased to be present with our two large stores that are among the most important in our French network, in two complementary districts: the hypercentre and a shopping area in full expansion.

"Galleries Lafayette Marseille Prado store perfectly matches our ambition to make our stores living spaces, genuine homes in which our clients are our guests and in which we offer them the best of our fashion know-how," he said.

Artistic inspirations

Galleries Lafayette has always been historically tied to the city of Paris, where its flagship store is located. But the company also has a long history with Marseille, France's second largest city.

That connection is becoming even tighter thanks to the opening of a new location in Marseille in the Prado shopping center.

The new location is in the bustling new district around the Orange Vlodrome, the second largest soccer stadium in France.

The more than 100,000-square-foot location is designed with glass architecture, emphasizing the seaside nature of both the store and the city itself.

Galleries Lafayette is also hoping that the store will be host to regular artistic installations to liven up the space.



Lafayette Anticipations opens to the public. Image credit: Galeries Lafayette.

The retailer's artistic aspirations have been cultivated frequently in recent months. For example, Galeries Lafayette finally saw the culmination of its bricks-and-mortar investment for the arts earlier this month.

Lafayette Anticipations, located on 9 rue du Plâtre in Paris, opened its doors on March 10. The building will act as a hub for its Fondation d'entreprise Galeries Lafayette, holding exhibits and workshops dedicated to the arts.

The department store is hoping to foster innovation and new ideas of creators and artists through architecture and events by opening its foundation in a public space ([see story](#)).

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