

RETAIL

Galleries Lafayette mixes music, fashion in orchestrated campaign

April 11, 2018



Galleries Lafayette's "Music Machines" will be up for a month and a half. Image credit: Galleries Lafayette

By SARAH JONES

French department store chain Galleries Lafayette is ushering in festival season with an immersive celebration of music in all forms.

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

Galleries Lafayette's "Music Machines" campaign spans pop-ups, live concerts, workshops and a contest, engaging consumers through sights, sounds and experiences. Bricks-and-mortar retail is increasingly leveraging experiences that go beyond the commercial to surprise and delight shoppers.

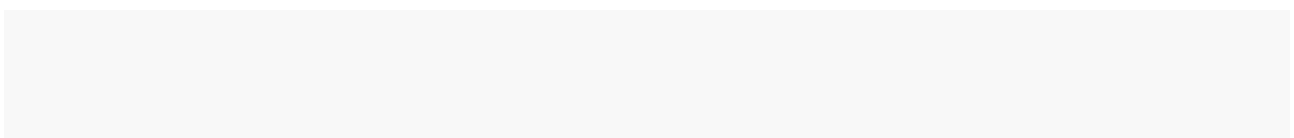
[Galleries Lafayette](#) was reached for comment.

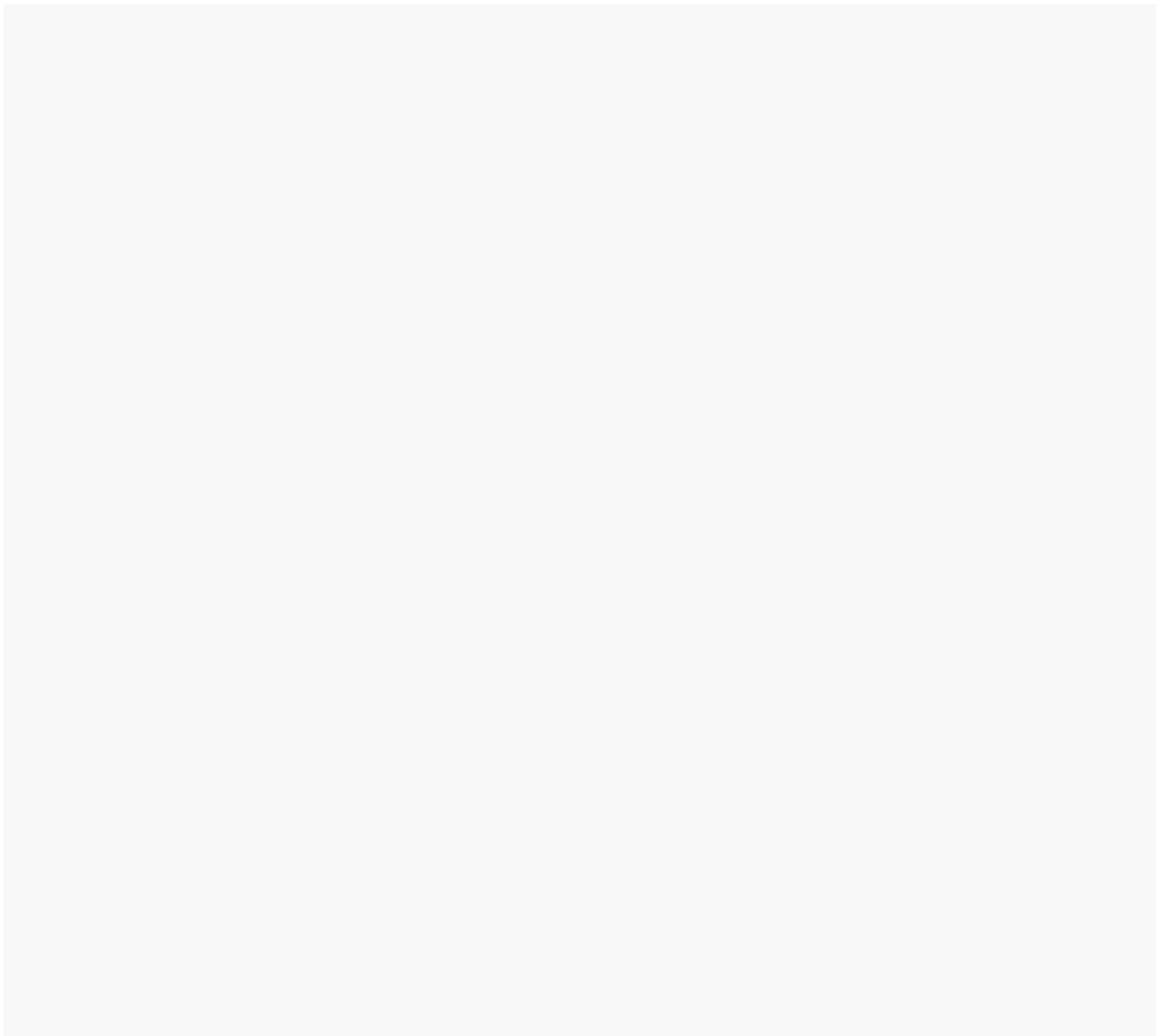
Making music

For Music Machines, Galleries Lafayette teamed with electronic music DJ, composer and producer Pedro Winter. The founder of Ed Banger Records had a hand in everything from the artistic direction to the programming, acting as the campaign's "conductor."

Kicking off the campaign on April 11, Galleries Lafayette will host a live performance in its Boulevard Haussmann flagship store in Paris including singer-songwriter Juliette Armanet, rap and dance group Brawl and rappers MYD and Ichon.

On the third floor of the store, shoppers' browsing will be accompanied by Mr. Winter's playlists that reflect the mood of the day courtesy of Faith France. On the ground floor of the men's store, consumers can listen in on live DJ sets by Radio Nova every Sunday from April 15 to June 17.





Tic-Tac Tic-Tac ! J-1 avant le concert de lancement Music Machines aux Galeries Lafayette Haussmann. -----
----- #GaleriesLafayette #MusicMachines #Mercredi11avril #Concert

A post shared by Galeries Lafayette (@galerieslafayette) on Apr 10, 2018 at 8:31am PDT

The Galerie de Galeries will host a Music Factory complete with installations and collaborations. Masterclasses will discuss the relationship between music and fashion.

Children will have hands-on fun with Stereokids events that allow them to try out music instruments or channel their inner David Bowie with makeup.

The store's decor will also be transformed with features that reference different types of live music venues, such as nightclubs and concert halls.

Outside the store, window displays capture the music theme through intertwined microphones, large-scale instruments or a wall of golden discs that cohabit with spring fashions.

Galeries Lafayette tapped art director and DJ Arthur King to create a logo for Music Machines. Adding to the outdoor display, flags with his logo are hung on the building's facade.

For Music Machines, Galeries Lafayette worked with frequent collaborator Toilet Paper on an advertising campaign. Running on television, online video, print and social media, the film effort features dancers moving around a literal music machine.



Toiletpaper's campaign for Galeries Lafayette. Image credit: Galeries Lafayette

Music Machines will host a number of brand partnerships. Piano maker Steinway & Sons will showcase its Spirio player piano on the first floor of Galeries Lafayette's main store, while Elevator Music, the collaboration of Virgil Abloh and Byredo founder Ben Gorham, will host a pop-up from May 7-20.

Galeries Lafayette's programming will also extend to its 55 stores in France.

Helping consumers discover all the events, concerts and pop-ups happening at all of the locations, Galeries Lafayette developed a companion mobile application for the campaign. Providing a social experience, consumers can also chat and share photos of their experiences with other users.

Along with its in-store efforts, Galeries Lafayette is hosting a contest to find the next great music talent. Finalists picked from an open call will tour France for 13 concerts at various Galeries Lafayette stores, which will also be broadcast on Facebook Live.

The Nouvelles Scnes Music Machines prize, in partnership with Les Inrocks Lab, will be given to two winners June 28 during a closing party.

Selling experiences

Retailers are embarking on immersive efforts that include touches of culture or theater.

Galeries Lafayette previously underscored the dynamism of Africa's art and fashion scene in a store-wide initiative.

"Africa Now!" touched on art, fashion, design, music and African creativity through in-store events, conferences, pop-up shops and exclusive fashion and homeware collections. Taking a cultural approach to in-store efforts can help a retailer speak directly to the many different consumer demographics that shop its store as well as to introduce visitors to new and unfamiliar brands ([see story](#)).

British department store chain Selfridges similarly took a literal approach to its theme of boxing as a metaphor for exploring wider cultural questions.

Fashion figure Michle Lamy is transforming The Corner Shop at Selfridges London and serves as the face of its subsequent campaign that capitalizes on the theme of boxing. A range of multichannel content including exclusive products will focus on activewear and boxing merchandise as part of "Lamyland" ([see story](#)).