

RETAIL

Galleries Lafayette looks to young creators for its holiday campaign

November 9, 2018



Galleries Lafayette features characters made up by children for this year's holiday story. Image credit: Galleries Lafayette

By BRIELLE JAEKEL

French department store chain Galleries Lafayette has put the creation of this year's holiday campaign in control of children for a whimsical dream realization.

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Galleries Lafayette has given a variety of children carte blanche to develop their own Christmas stories, resulting in 10 new holiday characters. Beginning with an almost yearlong contest, the department store is cultivating its finale with in-store activations and 3D animations of the children's dreamed ideas.

From the mouths of babes

In January, Galleries Lafayette challenged the children of France to come up with their own Christmas characters and stories. Eleven heroes, including those named Sacadot, Sacrifor and Sapique, are the protagonists of Galleries Lafayette's Christmas campaign, showcased in animations on the in-store fir trees.

Jewelry maison Piaget decorated the giant fir tree at Galleries Lafayette's flagship location in Paris.

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#LaFabriqueDesReves, un nol pour les enfants, cre par les enfants ! Dcouvrez les vitrines originales avec leurs petits personnages et le Grand Sapin sous la coupole, inaugur hier par Jessica Chastain et la Maison @piaget De quoi tous nous faire rver durant cette priode de fte . . #GalleriesLafayette #LaFabriqueDesReves #Piaget #JessicaChastain #GalleriesLafayetteXPiaget #GalleriesLafayetteNoel #GalleriesLafayetteXmas #XMas #Christmas #Winter #WinterVibes #Inauguration #Paris #Haussmann #GrandsMagasins #Live #Surprises #XMASTree #ChristmasTree #Vitrine

A post shared by Galeries Lafayette (@gallerieslafayette) on Nov 8, 2018 at 5:35am PST

Instagram post from Galeries Lafayette

The tree features 3D animations, bringing the children's characters to life in "The Factory of Dreams."

In addition to the special stories, every half hour, the lights of the dome situated above the tree will go out to showcase the appearance of aurora borealis. This will give way to the constellation of stars to spread out around the tree.

Galleries Lafayette's windows displays featured in each of its stores will depict various aspects of Christmas time including the Advent calendar, Santa's workshop, his village and New Year's Eve dinner.

Each of these dioramas will include the Factory of Dreams characters created by the children.

[View this post on Instagram](#)

Entrez dans l'univers unique de #LaFabriqueDesReves : un Nol aux Galeries Lafayette qui passe les mes aux enfants en donnant vies aux personnages fantastiques de leur imaginaire. Suivez l'inauguration en direct depuis les Galeries Lafayette Paris Haussmann partir de 18H en live sur nos pages Instagram et Facebook ! . .

#GaleriesLafayette #LaFabriqueDesReves #GaleriesLafayetteNoel #GaleriesLafayetteXmas #XMas
#Christmas #Winter #WinterVibes #Inauguration #Event #Paris #Haussmann #GrandsMagasins #Live
#Surprises #AllIWantForChristmas #SantaClaus #PetitPapaNoel #XmasTree #XMasTree #MerryXMas

A post shared by Galeries Lafayette (@galerieslafayette) on Nov 7, 2018 at 4:26am PST

Instagram post from Galeries Lafayette

From Nov. 8 to Jan 13, 2019, the retailer will feature a variety of exhibitions in relation to the storyline.

For a special tie in with the popular Harry Potter franchise, which is celebrating the release of a new "Fantastic Beasts" movie installment, the Wizarding World will take over one of Galeries Lafayette's stores.

Christmas of the past

Last year, Galeries Lafayette rolled out a variety of new features both in-store and online for the holiday season in an extravaganza called Nol Spectacular Spectacular.

The department store decorated its locations to be in line with the holiday spirit and released several digital campaigns including a virtual reality experience. These efforts show that Galeries Lafayette will pull out all the stops in order to capture the holiday shopping craze ([see story](#)).

Prior to that, Galeries Lafayette leveraged its foot traffic and added attention around the holiday season to promote an environmental cause for the 2016 year.

The retailer's "Amazing Arctic Christmas" told the story of a family of polar bears who must venture away from the North Pole due to melting ice caps, with the bears finally finding respite in Galeries Lafayette's flagship store on Boulevard Haussmann in Paris. Bringing the story to life in front of shoppers' eyes, the retailer launched a mobile experience accessible in-store that uses augmented reality to create an arctic environment indoors ([see story](#)).