

RETAIL

Galleries Lafayette hosts La Redoute in stores

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La Redoute's apparel and home goods to be showcased in Galleries Lafayette

By STAFF REPORTS

French department store Galleries Lafayette is working with online retailer La Redoute to bring its items to a bricks-and-mortar presence.

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After the department store acquired La Redoute in 2017, Galleries Lafayette is working to establish a physical presence for the retailer within its department stores. The brand's home goods and apparel products will be featured in a 1,000-square-foot space in a lifestyle setting to cater to experiential retail.

Online to in-store

La Redoute first began as a catalog business with its first issue debuting in 1837, but after digital became prominent the retailer moved to an ecommerce business.

Products from its La Redoute Intrieurs and AMPM brands will be showcased in Galleries Lafayette stores, including its just-opened Champs-lyses location in Paris. But the flagship store on Boulevard Haussmann, also in Paris, will feature a prominent section on the third floor for the online brand.



Galleries Lafayette's store on the Champs-Elyses. Image credit: Galleries Lafayette

Galeries Lafayette stated that it will bring an additional 53 points of sale for the new endeavor, 33 dedicated to clothing and 20 for home goods.

France's Galeries Lafayette Group acquired the majority stake in the online retailer in September 2017.

While this agreement has seen Galeries Lafayette Group buy 51 percent of La Redoute's shares through its holding company Motier, the group has plans to eventually acquire a 100 percent stake in the fashion and home furnishings e-tailer. Together, Galeries Lafayette Group and La Redoute have formed an omnichannel group that is the largest retailer of fashion in France ([see story](#)).

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