

RETAIL

## Galleries Lafayette focuses on wellness with new in-store experience

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*Galleries Lafayette is introducing a wellness floor. Image credit: Galleries Lafayette*

By LUXURY DAILY NEWS SERVICE

French department store Galleries Lafayette is debuting a new shopping space dedicated to wellness in response to changing consumer attitudes.

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Launching later this year, Galleries Lafayette Haussmann will transform 3,000 square meters, or about 3,200 square feet, of the ground floor of its main "Cupola" building into a wellness destination. The retailer often adapts its in-store offerings to reflect new trends and better serve shoppers.

"We firmly believe that the physical store is more important than ever, as long as it is able to adapt to customer expectations and offer the extra spark that is so essential to their in-store experience," said Alexandre Liot, general manager of **Galleries Lafayette Haussmann**, in a statement.

"At Galleries Lafayette Haussmann, this conviction drives all our initiatives and is what spurred us to create a space entirely devoted to wellness on one of our store's most frequented floors," he said. "After experiencing an unprecedented health crisis over the last two years, this floor which is the only one of its kind in Paris will allow us to offer our customers a brand-new, all-round experience devoted to self-care."

### Wellness shopping

The new wellness floor will encourage shoppers to visit Galleries Lafayette for relaxation and pampering. The retailer is enlisting French and international experts to design the space with a holistic perspective of wellness in mind.

Catering to all shoppers, the space will offer products and services including massage specialists, alternative medicines, sportswear collections, state-of-the-art beauty products, fitness classes and healthy dining concepts.



*Galeries Lafayette continues to prioritize the in-store shopping experience. Image credit: Galeries Lafayette*

Some of the partners will be working with Galeries Lafayette on an exclusive basis, and this marks the first time select brands will be sold in France.

Galeries Lafayette continues to transform its flagship to draw in foot traffic.

Last fall, Galeries Lafayette Haussmann opened a space dedicated entirely to secondhand items and circular fashion. Le (Re)store Galeries Lafayette is a 5,381 square foot space that has been purposefully designed as a one-stop-shop for responsible fashion where customers may buy, sell and recycle their items and also learn how to care for them to make them last longer ([see story](#)).

The wellness floor, which has not yet been named, will open to the public in the coming months.

"We can't wait to introduce them to this exceptional space from this summer," Mr. Liot said.

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