

RETAIL

Galleries Lafayette gets talking with introspective series

July 19, 2022



The retailer is spotlighting its own brands in a new series. Image credit: Galleries Lafayette

By NORA HOWE

French department store Galleries Lafayette is celebrating its own brands by offering audiences an inside look at what makes them unique through a new interview series.

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Two episodes in, "French Talks" features the creative directors and founders of two fashion brands that can be found at Galleries Lafayette. This style of marketing can be incredibly beneficial to brands and retailers because it brings viewers in as more than just consumers; they are invited to share a part of a brand's story and legacy beyond products.

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