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## Galleries Lafayette, expanding global footprint, enters India with Aditya Birla Group

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*The Galleries Lafayette store in Paris' Champs Elysees. Image credit: Galleries Lafayette*

By LUXURY DAILY NEWS SERVICE

Growing its global footprint, French retailer Galleries Lafayette has partnered with the Aditya Birla Group and Retail Ltd. to open stores in fast-growing India.

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Via this collaboration, Galleries Lafayette flagship department stores will open in Mumbai and New Delhi, as well as an online retail site at gallerieslafayette.in. The cities represent the two largest luxury markets in India.

"We are proud to expand our international footprint in such a prestigious and refined market as India, where we believe our brand can benefit from a strong potential," said Nicolas Houz, CEO of Galleries Lafayette and BHV Marais, in a statement.

"It is also a new illustration of our ambition to reach 20 stores abroad, with a primary focus on China, Asia and Middle East by 2025," he said.

"We are very pleased to be working with Aditya Birla Group on this project, with whom we share the same values and vision on retail, and are convinced that they are the right partner to enable us to meet the expectations of Indian customers."

Shop talk

The first store will open in Mumbai in 2024.

The store will be located inside historic 200-year-old buildings. These buildings are in the Fort area, a heritage precinct and busy commercial hub in the city's downtown area.

The buildings are currently being renovated, with more than 8,000 square meters dedicated to the store.

**Galleries Lafayette** plans to bring the brand's taste in fashion to the space, creating a store filled with concepts such as bespoke offers. This will include 200 local and global brands.

The store will also offer innovations such as digital check-in and personalized shopping assistance.

"This is a coming-of-age moment for Indian luxury," said Ashish Dixit, India retail managing director for Aditya Birla Fashion, in a statement.

"India is now home to a generation of young and affluent consumers with global exposure, who are willing to spend on the finer things in life," he said. "This is visible in the boom and dynamism of the luxury market,"

"The partnership with Galeries Lafayette is a ringing endorsement of India's significance as a global luxury market and a future engine of growth for luxury brands.

"The Aditya Birla Group's understanding of the luxury landscape on the back of our portfolio of designer brands, combined with Galeries Lafayette's global experience, will enable us to create a world-class destination for Indian consumers and global luxury brands."

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