

RETAIL

Galleries Lafayette enters joint venture to establish 10 stores in China by 2025

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With Beijing and Shanghai flagships already in place, Galleries Lafayette announces the opening of three new locations by 2023. Image credit: Galleries Lafayette

By LUXURY DAILY NEWS SERVICE

Paris-based multichannel retailer Galleries Lafayette is poised for expansion in the Chinese luxury market.

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Joining forces with Chinese property firm **Hopson Group**, the French brand is announcing plans to open 10 more stores in the region by 2025. With Beijing and Shanghai flagship stores already in place, Galleries Lafayette announces that three new locations will open in Shenzhen, Macau and Chongqing within the year.

"Our Group has always enjoyed close and unique ties with China," said Nicolas Houz, CEO of **Galleries Lafayette** and BHV Marais, in a statement.

"As our first store in Beijing celebrates its 10-year anniversary and the country gradually reopens to the world after three challenging years, we are delighted to initiate a new phase in our Chinese growth by forging a strategic partnership with Hopson Group," Mr. Houz said. "This partnership illustrates our shared ambition of accelerating the roll-out of our brand and creating a major retailer capable of responding to generational trends and the strong potential for growth in domestic consumption between now and 2030.

"We share the same views as regards the added-value fashion offerings and experiences we want to share with our customers, and firmly believe that we can collaboratively develop a surprising and innovative store model showcasing the best France has to offer."

Viable ventures

In the coming weeks, Galleries Lafayette's development partnership will be officially finalized.

The relationship is symbiotic, as Galleries Lafayette offers the agreement its luxury marketing and fashion know-how, as well as a recognizable brand identity. Hopson Group brings to the table years of experience in the Chinese market overseeing urban complexes.



The announcement from Galeries Lafayette comes as China opens its borders back up to international tourists. Image credit: Galeries Lafayette

Per the agreement, the two companies will hold equal voting rights and shares.

"We are delighted to join hands with Galeries Lafayette to explore a new model for the development of China's high-end retail industry," said Lucas Loh, co-president of Hopson Development Holdings Limited; co-chairman and president of Hopson Commercial Group; president of Hopson Real Estate, in a statement.

"Both parties will give full play to their respective advantages, promote resource integration and mutual benefit, and commit to creating a future high-end department store business with high-end brand resources, first-class buyer team and advanced supply chain management system," Mr. Loh said. "Hopson will also leverage the long-term business value, deepen the potential in the new consumer business field, build a high-end retail platform, grafting new value growth point in the business development mode of the whole chain."

As the deal shapes up, leaders at the department stores are voicing an intention to turn their attention toward the digital-facing side of the business, with plans to push Galeries Lafayette's omnichannel presence forward as the shop attempts to bring French style to China on a larger scale.

At the moment, the department store joins London-based retailer Harrods in hosting a Valentino Garavani Loc handbag pop-up ([see story](#)), offering programming perks like these alongside famed luxury brands to satisfy the demand for immersive in-shop experiences.