

## NEW LINGERIE DEPARTMENT AT GALERIES LAFAYETTE PARIS HAUSSMANN

LAUNCH ON MAY 6th, 2013

On May 6th, Galeries Lafayette Paris Haussmann launches its new lingerie department: an original concept with an exceptional selection of brands and made to measure services, covering 3 500 square meters. In order to celebrate this new key fashion concept, with the artistic direction of the French designer Stella Cadente, Galeries Lafayette has chosen the brand LYCRA®, synonymous worldwide with femininity and innovation, as an official partner of the unveiling. Furthermore, the windows of boulevard Haussmann are entirely dedicated to lingerie, from May 8th to 30th.



### AN ORIGINAL CONCEPT AND MADE TO MEASURE SERVICES

Located on the 4th floor in the Coupole store, covering 3 500 square meters, the new lingerie department dedicated to women is a unique place: all the charm of a Haussmann-style apartment topped-off with a roof composed of 6 000 meters of tulle, an original masterpiece designed by Stella Cadente.

Galeries Lafayette is launching an original concept around three universes so that each customer can find the perfect match according to her tastes and desires.

The collections are gathered together in three colourful and highly distinct spaces: blue-purple for the «Trendy Fashion» universe, powdered pink for the «Luxury-Designers and Contemporary» and red for «Tights and Socks».

Further originality: a new beauty area has been designed and set up within the blue-purple «Trendy Fashion» universe. The area showcases over 60 square meters make-up and beauty accessories, including the latest make-up trends, a choice of 300 nail polishes (Essie, OPI, Sinfulcolors for Galeries Lafayette, Mavala...) and the «it products» of the moment. The beauty area also offers appointments for everything from hand care to flash make-up sessions.

The new lingerie department offers services allowing customers to be pampered and shop in ultimate comfort: 50 spacious cabins with adjustable light and a team of experts to offer advice.

Kusmi Tea and Love Organic are there with their latest flavours for shoppers in need for inspiring refreshment.

### A TREMENDOUS SELECTION

This unique place calls for an exceptional selection: Galeries Lafayette Paris Haussmann showcases the best of the day and night underwear, swimsuits and tights represented by **over 50 brands**, a selection of trendy figures and the newest technical innovations and sizes from 30A to 44F.

### IN-STORE ENTERTAINMENT

The **LYCRA®** brand is hosting several events in collaboration with famous brands, will set up a space at the Mogador door and will offer a Fashion Notebook, including many tips and trendy advices, to the customers.

**LYCRA®** fibre embodies the link between fashion and fabrics; invisible, extremely fine, **LYCRA®** fibre created the trend by disrupting the feminine codes for the lingerie, swim and hosiery universes.

The lingerie department will also have an olfactory identity, thanks to the creation of a fragrance inspired by Stella Cadente and Annick Ménardo. Annick Ménardo is an important name of the fragrance industry. She started at Firmenich in 1991 after a first experience at Créations Aromatiques, now Symrise. She represents a strong added value for the lingerie department and for the Galeries Lafayette.

### THE LINGERIE DEPARTMENT ON SOCIAL NETWORK

Galeries Lafayette's clients and influencers will be able to post comments and photos of the new lingerie department thanks to the following hashtag: **#gl\_love\_laLingerie**. They will also be invited at the «Lingerie party» that will take place on Tuesday, 21st of May 2013, from 6:00 PM to 9:00 PM. Numerous events will take place such as a photocall, make-up and manicure sessions.

**Interviews and visuals upon request**

**Galeries Lafayette's Head of Communications**

Karine Bouvatier - +33 1 73 71 94 30

Virginie David- +33 1 42 82 30 18 - virginiedavid@galerieslafayette.com

**LYCRA® Press office**

Valérie Moriez - +33 1 56 02 03 60 - valerie.moriez@airm.fr

**Stella Cadente Press office**

Armand Perrier - +33 6 25 68 47 65 - press@stella-cadente.com