

NEW AREA: FASHION, LUXURY & CREATION

> On the 1st floor of Galeries Lafayette Paris Haussmann



Under the signature of the architect Bruno Moinard and the visual artist Yann Kersalé who redesigned the lighting of the Dome of the store (to celebrate its centenary in october 2012), Galeries Lafayette Haussmann reveals its new first floor for woman: **Fashion, Luxury & Creation**.

About 300 brands on 4 600 square meters, among which **17 new signatures** in fashion and more than 170 new brands of accessories, most in exclusivity. In this new approach, ultra-luxury brands stand by fashion pieces of more affordable designers starting from 45 euros.

In addition, **two new fashion «laboratories»** feature luxury designers and new designers throughout the year. In these «laboratories», Galeries Lafayette offers two visions of fashion; today's must-have designers at affordable prices and the season's most sought-after and exclusive luxury goods, with a common theme: Fashion.

The Designers Laboratory: presented as a 60 square meters concept store. Every season will host around ten young designers from around the world who have been spotted by our expert buyers. The concrete interior with dark parquet flooring, funky changing rooms and tailors dummies will be finished with tables of matching accessories (candles, stationery, small leather goods, decorative items, books, etc.).

The Luxury Laboratory: daywear and eveningwear dresses to make you the belle of the ball! With their personality and keen sense of style, nine brands caught Galeries Lafayette's eye for this original concept store. In a stylish Parisian apartment-style interior, the season's prettiest dresses share the 60 square meters space with bags and high heels, presenting a complete outfit for those sophisticated moments.

Gourmet break at the **Bar Le Premier**

On the 1st floor of the Lafayette Coupole coiled in a corbel around the Dome, the Bar Le Premier is open all-day-long for a gourmet shopping-break. In this beautiful scenery, it is possible to taste a large panel of delicious meals : salads, fresh and complete brunch, Petrossian caviar or smoked salmon, fresh white truffle toasts, and Pierre Herme Paris desserts with a glass of Champagne. And, in order to go further in extravagance, Le Premier suggests a glass of Cognac Rémy Martin Louis XIII.

Among the brands...

Acne , Alaïa, Balenciaga, Cartier, Chanel, Chanel watches, Carven , Celine, Chloé, Dior, Dsquared, Fendi, Givenchy, Gucci, Guerlain, Jean Paul Gaultier, Jil Sander, Lanvin, Louis Vuitton, Marc Jacobs, Maison Martin Margiela, Marni, Miu Miu, Moncler, Prada, Proenza Schouler, Saint Laurent Paris, Stella Mc Cartney, Valentino, Van Cleef & Arpels, Vanessa Bruno, Vivienne Westwood...

In the fashion laboratories...

Bouchra Jarrar, Comme des garçons, Courrèges, Dice Hayek, Each x Other, Olympia Le Tan, Maison Rabih Kayrouz, Manish Arora, Mary Katrantzou, Victoria Beckham, ...

In the jewelry concept...

Claire de Divonne, Ginette ny, Isabelle Marant, JEM, Redline, Shourouk...

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