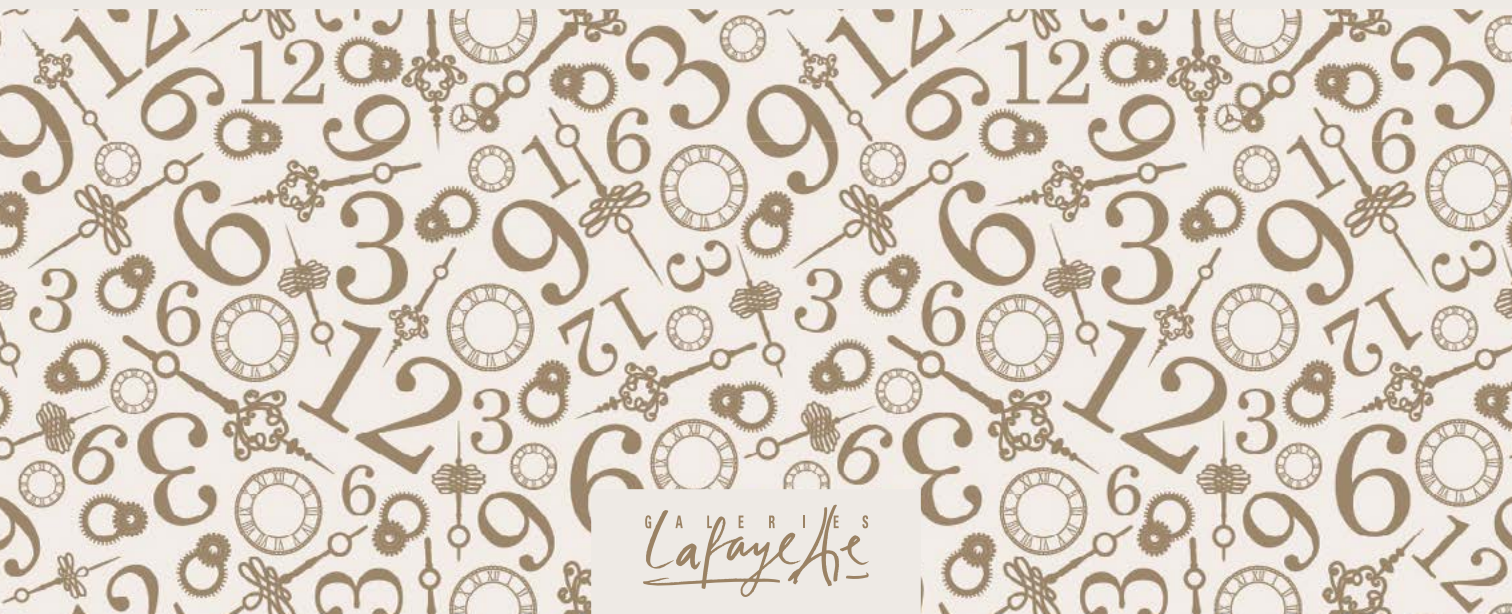




ONCE UPON A CHRISTMAS...

BEFORE THE CLOCK STRIKES TWELVE



GALLERIES  
*Lafayette*





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# EDITORIAL



## ONCE UPON A CHRISTMAS...

### BEFORE THE CLOCK STRIKES TWELVE

Before the festivities, the clock strikes twelve... a magical number, leading to the most fanciful dreams.

This year, Galeries Lafayette is entrancing shoppers with its tale Once Upon A Christmas... Before the Clock Strikes Twelve, a fairy-tale romance where time and imagination run wild, setting the scene for a wonderful Christmas for young and old.

Take time out to visit the enchanted forest and its clockwork pieces, see Lili, Martin and their menagerie of legendary creatures in the window displays, and marvel at the dazzling Christmas tree, which is illuminated every hour by Swatch, the Christmas present village and the exceptional guest film Beauty and the Beast...

Prepare to be amazed at  
Galeries Lafayette !







## Christmas tree illuminations every hour under the dome

Don't miss our dazzling light displays: every hour the huge twenty-metre Christmas tree which stands glittering under the dome of Galeries Lafayette Paris Haussmann is transformed into a theatre illuminated by Swatch, the brand that's always light years ahead!

Floating four metres above the floor, this king of Christmas trees has some fantastic surprises in store. Underneath the tree is a miniature village which is aglow with the spirit of Christmas... See it come to life under the dome with each strike of the clock. At first not a creature is stirring – not even a mouse. But watch closely as the friendly mice wake from their slumber, scurry around and finally start the mechanisms that have all the villagers on their feet! Owls come out of their hiding places, windows open and Christmas scenes are revealed: Lili the doll, Martin, her teddy bear, Mr and Mrs Wolf, decorated houses... this enchanting show plays out every hour!

# SWATCH

The watch that changed the world was created thirty years ago

SWATCH: is delightful,  
provocative and elegantly  
charming wrist wear.

The first twelve models were launched on 1 March 1983. Looking back, those watches were unlikely heroes, but time has shown their true potential.

Swatch's rich and varied collections show how it has always been light years ahead, that it keeps its finger on the pulse without neglecting the incredible creations of artists, athletes, fashion designers, musicians and more.

And what could be more natural for Swatch than to end its thirtieth year in style as part of the Galeries Lafayette fairy-tale Once Upon A Christmas... Before the Clock Strikes Twelve. On the giant Christmas tree under the dome, Swatch keeps track of the time with oversized clock dials and huge gears suspended four metres above the ground... it's impossible to miss the spectacular hourly chimes!

On the fourth floor, in the midst of the enchanted forest, a Christmas log cabin brings together the cult creations of the enfant terrible of Swiss watchmaking and its thirty-year celebration collection in a popup store.

There is something for collectors as well as all the family, young and old.







Léa Seydoux in *Beauty and the Beast*



Mini cinema interior

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# The film



## Exclusive preview of the film *Beauty and the Beast* at Galeries Lafayette Paris Haussmann

*On the theme Once Upon A Christmas..., Galeries Lafayette has to be part of the film event of winter 2014: Beauty and the Beast directed by Christophe Gans and starring Vincent Cassel and Léa Seydoux.*

domes is now a hundred years old, will host a unique cinema on the fourth floor, drawing filmgoers into the atmosphere of *Beauty and the Beast* with an exclusive five-minute preview presenting the first stills from the film. Just enough to satisfy our curiosity until 12 February 2014, when the film will be released in France.

But watch out, the Beast roams around his castle and might just put in a surprise appearance at Galeries Lafayette for *Once Upon A Christmas...*

The film will bring the original timeless and enchanting fairy-tale to the big screen for the first time.

To celebrate this extraordinary masterpiece, Galeries Lafayette is bringing the mystery, wonder and magic of the fairy-tale to the window displays on rue de la Chaussée d'Antin and in Lafayette Maison. Five displays will showcase the film sets; the Beast's mysterious estate will be revealed, and the majestic hallway leading to the main staircase and grandiose dining room in his castle, as well as Beauty's bed chamber. The window display of Lafayette Maison will also feature the Beast's dining room.



The Castle's hallway

Galeries Lafayette Paris Haussmann, whose









# Christmas mood



A forest in the colours of time, sparkling with pink gold, copper and frost



Starting in November, Galeries Lafayette is adding shimmer and sparkle: the store is being transformed into a fairy-tale scene with forests of silver birch, elegant vases of frosted magnolias, copper gears and owls scattered among the Christmas trees...



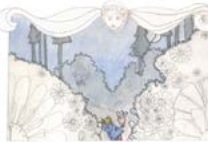
Twelve magical window displays counting down as the clock strikes twelve



Christmas is coming.

Lili the doll and Martin the teddy bear have been sent a mysterious invitation... from display to display, the two intrepid friends set out on a journey lined with surprising discoveries and unexpected encounters. They need to reach Mr and Mrs Wolf's cabin in the woods before the clock strikes twelve to enjoy the Christmas meal and open the presents under the tree.

Along their way, Lili and Martin meet a whole host of weird and wonderful characters in the snow desert with giant hourglasses, forest of black cats, magic garden with jewelled animals, moving clocks owned by wise monkeys in top hats that are the guardians of time, the lounge of Mr and Mrs Wolf, who are making merry and smoking cigars, and their sparkling Christmas tree, which is revealed when the clock finally strikes twelve.



Using fabrics from the 2013 autumn/winter collections, Little Marc Jacobs has created exclusive bespoke outfits for Lili, Martin and their friends in the window displays.

As a souvenir of this incredible adventure, pop Martin the teddy bear customized with a Little Marc Jacobs bowtie under your Christmas tree.

Martin (Histoire d'Ours soft toy - 32 cm - €25, in fifty Galeries Lafayette stores) or Lili (Moulin Roty chiton doll - 38 cm - €54.90, in fourteen Galeries Lafayette stores)



### In the midst of the enchanted forest, Christmas cabins that have fallen from the sky



Under an incredible natural canopy, enter into an enchanted forest with silver birch trunks that fall from the sky. Frosted flowers line the frosted path, where cabins look as though they have landed on their roofs! In this magical location, twelve large but snug log cabins remind the absent-minded that gifts should be chosen before the clock strikes twelve!

The fourth floor of Galeries Lafayette Paris Haussmann presents gift ideas for all budgets in an area covering nearly 1,000 sq m. In this forest of wonders, the cabins are the holiday homes of Acer, Atelier de Famille, Guy Degrenne, Marc by Marc Jacobs, Oops Home, Swatch and more.

### Gift wrap as appealing as the gifts



This Christmas, Galeries Lafayette has designed an attractive range of eye-catching gift wrap.

To take your shopping home, choose between the giant collector bag with the Christmas visual created by Jean-Paul Goude, or this Christmas's stylish designer bag combining the clock numbers and gear designs from the clocks striking twelve.

Parcels are elegantly covered in reversible gift wrap printed with the enchanted forest on one side, and the clock numbers and mechanical designs on the other...

if only every day was Christmas!

# Christmas Gourmet

The fairy-tale Once Upon A Christmas...

Before the Clock Strikes Twelve continues with Lafayette Gourmet



## A Jean-Paul Hévin hot chocolate bar on the Terrace of Galeries Lafayette

Galeries Lafayette Paris Haussmann Terrace – 8th floor dome building

Jean-Paul Hévin is one of those people who have made chocolate synonymous with French luxury and design. For over 25 years, from Paris to Tokyo, Beijing to Taipei, the award-winning artisan has been surprising and impressing the public with his new creations every year.

The creator of chocolate bars in Japan in 2002, Jean-Paul Hévin was the first to develop what the Incas called "The Drink of the Gods". He has since taken the concept to several cities around the world, with original hot chocolate recipes, each one as delicious as the next: hot chocolate flavoured with mango, raspberry, spices, yuzu, Roquefort, almond milk and even caviar!

Over the 2013 Christmas holidays, you will find a "greatest hits" selection of his chocolate-based creations in all their splendour on the terrace: hot, cold, enhancing foie gras... in short, in all its forms.

Christmas lights and chocolate available to enjoy: now that's magic!



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## Celebrate Christmas Italian style in the Panettone Bar

From 2 November 2013 – Archi Café – ground floor of Lafayette Maison – Boulevard Haussmann

This traditional Italian brioche, which is packed with raisins, candied fruits and citrus peel and shared by families when they come together at Christmas time, needs no introduction.

To celebrate Christmas as the Italians do, Galeries Lafayette is opening a panettone bar in Lafayette Maison's Archi Café with products that are exclusive to France. The menu features various artisanal recipes chosen from the finest pastry chefs in Italy: panettone with Mauro Morandin sweet wine or Salvatore de Riso limoncello. As an accompaniment, choose between hot sabayon and the famous Baladin Christmas beer, which are also à la carte.

Eat-in or takeaway, Buon Natale with the Panettone Bar!

- 1. Pan Cuicco – Mauro Morandin – 100 g – €5.5
- 2. Panettone al Lemoncello – Salvatore de Riso – 1 kg – €39.90



## 20 November Once Upon A Chocolate at Galeries Lafayette, a wonderland of chocolate tasting!

On 20 November 2013, Galeries Lafayette is organizing a chocolate evening throughout the three stores on Boulevard Haussmann. From 4.30 pm to 7.30 pm, and up to 8.30 pm at Lafayette Gourmet, delicious themed areas will lead chocoholics from Lafayette Gourmet, which houses the main dome building and Lafayette Maison. Anisetiers du Roy, Patrice Chapon, Le Chocolat Alain Ducasse, Pierre Hermé Paris, Jean-Paul Hévin, Mazet, Daniel Mercier, Valrhona and many other chocolatiers await you... The Chocolate Show is coming to Galeries Lafayette for Christmas 2013!

The event will also travel to Lafayette Gourmet (at Marseille Bourse 4 pm to 8 pm on 30 November) and Nice Cap 3000 (2 pm to 7 pm on 7 December).