



## PRESS RELEASE

### **Galeries Lafayette Haussmann launches the first space in Europe entirely dedicated to wellness**

Its brand-new 3,000 sq. m floor in the very centre of the main “Cupola” building will be unveiled this summer

Paris, April 11, 2022

Since its inception in 1894, Galeries Lafayette Haussmann has continually reinvented itself, adapting to changing consumer habits to offer its millions of annual visitors the best of the latest trends, and constantly improving its services, to surprise them and to help build their self-confidence.

Today’s consumer expectations are increasingly wellness-oriented and this high potential market has doubled in size globally in the last four years\*. Galeries Lafayette Haussmann has decided to devote the entire ground floor of its main “Cupola” building - one of the store’s most highly frequented spaces - to wellness. The new space will bring the best specialists together under one roof, democratising access to wellness, which to date remains a highly segmented sector accessed by a limited few in France;

With this new floor, Galeries Lafayette Haussmann aims to become the French capital’s must-visit wellness destination, where visitors come for some “me” time and pampering. The department store asked the best French and international experts to help it design this space. The result is a holistic concept that incorporates every aspect of this very diverse sector.

The floor will offer products and services in equal measure and will cater for both men and women. It will notably include massage specialists, alternative medicines, sportswear collections, recognised wellness practitioners, state-of-the-art beauty products, a wide range of fitness classes, and a choice of healthy dining concepts. Most of the partners will be exclusively represented - some will even be sold in France for the first time. The floor will be opened to the public this summer.

This new strategic phase of the Galeries Lafayette flagship’s transformation aims to ensure that it continues to offer visitors the exceptional, ever-changing experience it is renowned for in France and beyond. Over the last 18 months, Galeries Lafayette Haussmann has fully and exactly restored its century-old dome and panoramic terrace; inaugurated a new 4,000 sq. m shoe floor designed by architect Bernard Dubois; launched (RE)Store, a 500 sq. m space devoted to circular and second-hand fashion in the womenswear department; installed a third set of escalators to facilitate visitor flow; and introduced several unusual new restaurant concepts, like ELAN, the instagrammable café, MamaSens by the Pourcel brothers, and Créatures, Julien Sebbag’s restaurant.

Commenting on this announcement, Alexandre Liot, General Manager of Galeries Lafayette Haussmann, commented: “We firmly believe that the physical store is more important than ever, as long as it is able to

\*Source: Global Wellness Report

adapt to customer expectations and offer the extra spark that is so essential to their in-store experience. At Galeries Lafayette Haussmann, this conviction drives all our initiatives, and is what spurred us to create a space entirely devoted to wellness on one of our store's most frequented floors. After experiencing an unprecedented health crisis over the last two years, this floor - which is the only one of its kind in Paris - will allow us to offer our customers a brand-new, all-round experience devoted to self-care. We can't wait to introduce them to this exceptional space from this summer."

**Press contacts**

**Alexandra van Weddingen**

VP Corporate Communication - Galeries Lafayette group

[avanweddingen@galeriesslafayette.com](mailto:avanweddingen@galeriesslafayette.com)

+ 33 1 45 96 68 44

**About Galeries Lafayette Haussmann**

Galeries Lafayette Haussmann has been the beating heart of Paris since its opening in 1894. As Europe's leading department store in terms of sales, this century-old store and its famous Art Nouveau dome are the epitome of creative energy and the spirit of the times, hosting over 2,000 brands from all around the world. This legendary "world store" is both a trend-setter and a benchmark for its 37 million annual French and international visitors alike, striving above all to provide them with a place for knowledge-sharing, influence and culture. More information on [haussmann.galeriesslafayette.com](http://haussmann.galeriesslafayette.com)