



PRESS RELEASE

Galleries Lafayette Paris Haussmann celebrates Normandy from July 5 to September 1, 2019

Paris, July 4, 2019

Galleries Lafayette Paris Haussmann, Région Normandie, Normandie Attractivité and Atout France have teamed up to celebrate one of France's most iconic regions with a retail event entitled "Normandie Chérie" (Beloved Normandy), and hosted by the iconic Boulevard Haussmann department store from July 5 to September 1, 2019. All four members of this unique partnership have contributed their expertise to shine a light on Normandy's inimitable lifestyle and spirit from the French capital.

Normandy is famous for its unique landscapes, which inspired artists, fashion designers, writers and painters, and for its natural, architectural and cultural heritage and fine food - which the artists also enjoyed. Its unique atmosphere and role in global history have made it the world's second most famous region after California, and a popular tourist destination that welcomes over 18 million visitors a year. Ever since the 19th century, Normandy's rich legacy has attracted both Parisians and foreign tourists. That is why Galleries Lafayette Paris Haussmann - which welcomes over 37 million visitors from all over the world every year - wanted to celebrate this region and its lifestyle in its summer retail event.

During this event, Normandy will be showcased in the store's three buildings – in its window displays on Boulevard Haussmann, on the panoramic terrace, and on the floors of its main "Coupole", Men, and Home & Lafayette Gourmet buildings. Pop-ups, tastings, workshops and other activities will offer customers a taste of the region's lifestyle and traditional products. Visitors will also enjoy walking past renditions of Deauville's famous boardwalk and parasols, Rouen's timbered houses and Le Havre's docks.

Through a wide range of Norman brands, visitors will discover aspects of the region that have made its name - food (in partnership with Saveurs de Normandie), wine, ready-to-wear fashion, accessories and tableware.

Canadian photographer Kourtney Roy – for whom Normandy is a favourite theme – has been chosen to represent the region's rich cultural and artistic heritage. She will take a series of photos of the Fashion & Accessories selections in iconic Normandy locations. These pictures will feature in the event's advertising campaigns and in the department store's window displays. An exhibition of landscape photographs hosted in collaboration with Normandie Attractivité, will also be displayed in the passageway linking the main "Coupole" building to the Men's building.

Commenting on this announcement, Alexandre Liot, Director of Galeries Lafayette Paris Haussmann, said: *“We are very pleased to celebrate Normandy in our flagship store at Boulevard Haussmann during the summer season, which is one of the busiest of the year for our store. Thanks to this unique partnership with Atout France and Région Normandie, our Parisian, French and international customers will be able to immerse themselves in the famously unique traditions, know-how and spirit of Normandy.”*

Hervé Morin, President of Normandy’s Regional Council, also declared: *“I am delighted that Normandy is the first French region Galeries Lafayette has chosen to celebrate. Some 37 million people a year visit the Galeries Lafayette Paris Haussmann store, including millions of foreign tourists. This is a great opportunity for our region, which is already world famous, to promote its know-how and finest products.”*

Christian Mantei, President of Atout France, commented: *“Atout France is very proud to have helped organize this event which brings together two of France’s tourism heavyweights. This summer’s original partnership will allow the millions of travellers who visit Galeries Lafayette to make a unique discovery and will also promote our region’s excellence. This event is a clear demonstration of how innovation and the determination of this group of organizers can make travelling to France an absolutely unique experience.”*

Philippe Augier, President of Normandie Attractivité, added, *“The ‘Normandie Chérie’ operation is the perfect alliance of two internationally renowned global brands: Galeries Lafayette and Normandy. We are delighted that Normandy is the first region Galeries Lafayette has chosen to showcase French lifestyle.”*

"Normandie Chérie" campaign - © Kourtney Roy



Les Bains des Docks, Le Havre



Île Tatihou, Saint-Vaast-la-Hougue



Nez de Jobourg, Port Racine



La Cité de la Mer, Cherbourg



Le Phare, Saint-Vaast-la-Hougue



Les Bains des Docks, Le Havre



Catène de containers, Le Havre



L'Hippodrome, Deauville



Les Bains Pompéiens, Deauville



La Plage, Deauville

List of brands in store for the "Normandie Chérie" campaign:

André Guepratte, Au Frisson Normand, Biscuiterie Jeannette 1850, Bonbons Barnier, Café Lemétais, André Guepratte, Au Frisson Normand, Biscuiterie Jeannette 1850, Bonbons Barnier, Café Lemétais, Cara-meuh, Cave Duclot, Chevaliers d'Argouges, Christofle, Cidrerie traditionnelle du Perche, Cire Trudon, EARL Montfruit, Fromages AOP Normandie, Guy Degrenne, Isigny Sainte Mère, La French Baguette, Lampe Berger, La Ferme de Billy, Le Coq Toqué, Le Manoir des Abeilles, Les Ateliers d'Etran, Les Cadres Noirs Percherons, Les Normandises du Pradon, Les Parapluies de Cherbourg, Les Savons d'Orély, Les Savons de Joya, Macon & Lesquoy, Maison Hérout, Maison Sassy, Manufacture Cluizel, Mauviel, Montfruit, Reflets de France, Saint James, Saveurs de Normandie, Saveurs Sans



Press contacts

Galeries Lafayette Group

Alexandra van Weddingen

Vice President Corporate Communications - Galeries Lafayette Group

avanweddingen@galeriesslafayette.com

+33 1 45 96 68 44

Normandie Attractivité

Benjamin Morin

Press relations Manager

b.morin@normandie-attractivite.fr

+33 6 58 41 25 92

Atout France

Stéphanie Cadet

Press relations and Corporate communications Manager

stephanie.cadet@atout-france.fr

+33 1 42 96 70 75

About Galeries Lafayette

Leading department store in France and famous all around the world, Galeries Lafayette has for the past 120 years been the undisputed expert in fashion and events, striving to make each visit to be a unique experience by offering French and international clients a constantly renewed selection of the best brands, ranging from the affordable to premium. Present in the fashion, accessory, beauty, interior decoration, fine foods, catering and outlet sectors, Galeries Lafayette is celebrated for its network of 64 stores in France and abroad, including the flagship store on the Boulevard Haussmann in Paris and its online shopping site, galeriesslafayette.com.

More information on Galeriesslafayette.com

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About Normandie Attractivité

Supported by Région Normandie, Normandie Attractivité is Normandy's regional marketing agency. It paints a picture of a modern region that is open to the world and has many strengths — some well-known, such as its landscapes, seaside resorts and key role in world history — and others less so, like its cutting-edge technology, industry, healthcare, research and development, etc.

By bringing together people from Normandy and fans of the region, in France and all other the world, Normandie Attractivité delivers a positive and inspiring message about what is going on there. Through this picture, the people who love Normandy, and relationships with influencers, Normandie Attractivité promotes the region nationally and internationally. www.normandie-attractivite.fr
#NormandieRegionMonde

About Atout France

France's tourism development agency, Atout France, is responsible for reinforcing the country's position as an international destination. It guides regions with their development strategies and encourages the setting up of investment projects to stimulate and enhance French tourism. Atout France also provides its 1,300 partners with tools to better understand demand for tourism, offering them marketing and promotional activities based on destinations' world-renowned brands, to boost their international development. Lastly, Atout France is also responsible for guaranteeing the quality of services provided to visitors by establishing rating systems, registration numbers and quality labels. Atout France leverages its network of 32 offices in 29 countries to develop its role internationally.

www.atout-france.fr – www.france.fr

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