STELLA MCCARTNEY OPENS IN-STORE BOUTIQUE
AT GALERIES LAFAYETTE

PARIS, JANUARY 28, 2009. Stella McCartney opens her first in-store boutique at the renowned Galeries Lafayette in Paris' Boulevard Haussman which has been one of the top luxury department stores in Europe since 1912. Located on the first floor next to “Le Bar a Bulles”, the space reflects the store design concept of the Stella McCartney Paris flagship at the Palais Royal. The new In-store boutique will carry Stella McCartney's ready-to-wear, bags, shoes and accessories.

The 52 square meter space contains steel rain units that have been reworked as hanging units for ready-to-wear, while brass rails and sculptural wall shelves are shaped as cubes for shoes and bags display. The rhombus tiles and maple wood back walls add to the sculpturally contrasted play on spacing. Floor to ceiling rectangular mirrors and soft recessed lighting complete the intimate, personal and architectural atmosphere. Two changing rooms feature Stella's signature “monkey print” fabric walls that have been hand decorated with Swarovski crystals and vintage detailing by hand to reflect a personal touch and a sense of subtle luxury.

A lifelong vegetarian, Stella McCartney does not use any leather or fur in her designs. The brand's luxury. Ready-to-wear, accessories, fragrances, organic skin care range and lingerie are also available at its flagship store at the Palais Royal and through its other locations including London, New York, Los Angeles, Tokyo, Hong Kong and around 600 wholesale accounts in key cities worldwide and in Paris at Le Printemps, Le Bon Marche, and Montaigne Market.

PRESS CONTACTS

US
Stephane Jaspar
Worldwide Communications
stephane.jaspar@us.stellamccartney.com

Arabella Rufino
Worldwide Public Relations
arabella.rufino@us.stellamccartney.com

UK & EUROPE
Marina Cid
PR Manager
marina.cid@uk.stellamccartney.com
FACT SHEET

LOCATION
Galeries Lafayette
1st Floor,
40 Boulevard Haussmann
75446, Paris
T 00 33 (0) 1 42 82 34 56
www.stellamccartney.com

STORE HOURS   Monday to Saturday 9 h – 21 h
               Thursday 9h – 22 h

RETAIL SPACE   52 sq. m

LINES CARRIED  Ready to wear
               Accessories
               Jewellery

FEATURES       White composite stone floor
               Maple wall panelling
               Feminine curved shelves join elegant brass shelves hanging rails
               Cube plinths made out of hand glazed ceramic tiles, trimmed with
               Polished brass and lined with bright wool felts
               Two changing rooms with monkey print fabric walls embellished
               with Swarovski metallic iron on tattoos
               Brass “Rain” sculpture to RTW display

MATERIALS      Polished, cast and antique brass,
               Bronze
               Stainless steel
               Ceramic
               Wool felt
               Composite stone
               Birds eye maple
               Cotton fabric

ARCHITECTS     APA