



The Galeries Lafayette Berlin at the historical Friedrichstraße in the very heart of the city are the only branch abroad of the famous Parisian Galeries Lafayette and one of the German capital's premier addresses for international fashion, lifestyle and French specialities. To most Berliners, they are even the "secret French embassy"!

The Galeries Lafayette Berlin designed by star architect Jean Nouvel are one of the flagships of the "new" Berlin and a must-see-and-visit for every Berlin visitor just as for the fashion victims of the capital. For the daringly-designed glass cones which form the centrepiece of the building, Nouvel drew inspiration from the famous parent enterprise situated on Paris's own Boulevard Haussmann.

On 5 floors around the famous glass cones, you can find the latest collections, accessories and beauty products of the great international labels side by side with the work of up-and-coming designers from Berlin's own exciting Prenzlauer Berg, Mitte and Kreuzberg fashion scene. In the basement, you will find French delicacies and culinary delights from the home of the *gourmet* and the *bon vivant*.

2006 the Galeries Lafayette Berlin celebrated their 10th birthday.

The Galeries Lafayette Berlin are not just another department store, but rather a piece of Paris in THE metropolis of Germany. This architectural masterpiece in the Friedrichstraße offers fashion, trends, must haves, lifestyle and delicacies on five sales floors around the famous glass light-cones by the star architect Jean Nouvel: trend-conscious, elegant and international with the unmistakable French flair.

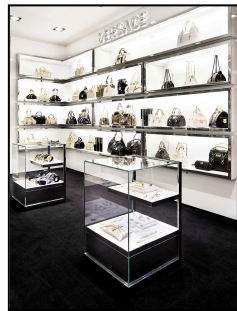


ACCESSOIRES (ground floor)

The new BAGS of Burberry, Chloé, D&G, DIOR, FENDI, Salvatore Ferragamo, Furla, Givenchy, Lamarthe, Longchamp, Mandarin Duck, Sonia Rykiel and VERSACE emphasize the personal style. But also SCARVES and HATS by Burberry, Codello and Kenzo. JEWELRY or WATCHES by Bala Boosté, Pilgrim, Swarovski, CK, D&G, Dior, DKNY, Fossil, Guess and SWATCH as well as SUNGLASSES by Boss, CHANEL, Christian Dior, Dolce & Gabbana, Giorgio Armani, Gucci, Tom Ford, VERSACE, YSL etc.



Chloé



Versace

BEAUTY AND FRAGRANCES (ground floor)

Around the glass light-cone at the ground floor, the exclusive beauty area presents brands like Armani Cosmetics, Biotherm, Chanel, Christian Dior, Clarins, Clinique, Guerlain, Kenzo, Lancôme, Sisley and Yves Saint-Laurent in self-contained shops. Also available products by Acqua di Parma, Armani perfume, Givenchy, Hermès, L'Occitane and many more. Fans of the Japanese cosmetic manufacturer Shiseido will be ever so pleased for all products can be tested in the SHISEIDO BEAUTY LOUNGE. And even better: one can buy the tested products - directly vis-à-vis at the Shiseido-Counter.



Chanel



MBR



LINGERIE (first floor)

Something luscious for underneath by high-quality LINGERIE labels such as Agent Provocateur, Calvin Klein, Chantal Thomass, D&G, Dior, Hugo, La Perla, Lejaby, Lise Charmel, Malizia, Princess Tam Tam and many more. 2008 the Lingerie received the price SOUS AWARD for the best Lingerie in department store.

WOMEN'S FASHION (second + third floor)



In the department FEMME ÉLÉGANTE on the 2nd floor, besides the FIRST LINES of Comme des Garçons and Vivienne Westwood you find labels like agnès b., Armani Collezioni, Armani Jeans, Burberry, Comptoir des Cotonniers, D&G, Hugo, Hugo Boss, Jean-Paul Gaultier, Kenzo, M&F Girbaud, Pleats Please by Issey Miyake, Ralph Lauren, Sonia Rykiel, Tara Jarmon, Whyred, but also YOUNG BERLIN FASHION DESIGNERS.

On the 3rd floor the trend-conscious woman finds the latest in Parisian and international YOUNG FASHION by Avant Première, French Connection, IKKS, Kookaï, Mexx, Noa Noa, Only, Polo Jeans, René Derhy etc. and JEANS WEAR by Diesel, Fornarina, Fred Perry, G.Star, Lee, Miss Sixty, Replay, Vive Maria, Pepe Jeans, Pleats please by Issey Myake, Kenzo.



MEN'S FASHION (first floor)

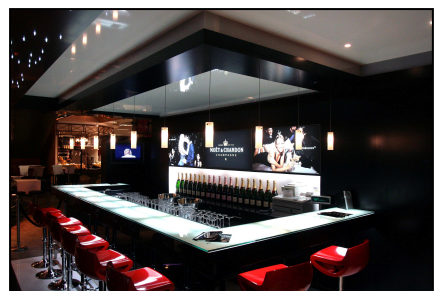


A gentleman can be happy on the 1st floor, for it is dedicated entirely to him: the newest DESIGNER, READY-TO-WEAR and CASUALWEAR collections by agnès b. homme, Armani Collezioni, Boss Orange, Burberry, CK, Diesel, Dolce & Gabbana, Filippa K, G-Star, Hugo, Joop!, Kenzo, M&F Girbaud, Marc O' Polo, Paul Smith, Polo Ralph Lauren, René Lezard, Strellson, Tiger of Sweden, Van Laack, Versace classic etc. As well as a selection of SHOES by Armani, Boss orange, D&G, Hugo Boss and Polo Ralph Lauren. But also constant companions like ACCESSORIES, SHIRTS, KNIT WEAR and BATHING FASHION etc. shall not be missing.

DELICACYS & FRENCH FOOD (basement)

In the Gourmet temple of Galeries Lafayette Berlin, you can let yourself be spoilt with French specialties and delicacies from the regions between Atlantic and Rhine: discover finest tea and tea accessories by Parisian tea house MARIAGE FRÈRES.

Enjoy the crisp Lafayette BAGUETTE and CROISSANTS, a large selection of finest French PASTRIES, deliciously tasting FRENCH CHEESE directly from the producer, the famous WINE cellar with selected french wine, the MOËT&CHANDON bar and Germany's biggest in-store selection of CHAMPAGNE – not to forget FRESH FISH and SEAFOOD like oysters, lobsters and langoustini, caviar and fresh sushi.





FACTS AND FIGURES:



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Opened: 29th February 1996

Store Manager: Alexandre LIOT

Personnel: 300

Total retail: 9.000 m

Gourmet (food area) 1.550 m

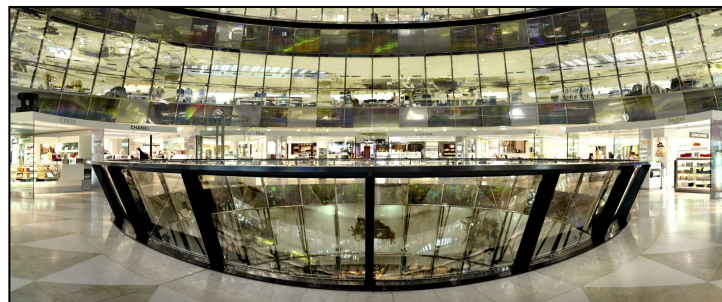
Architect: Jean Nouvel

Foundation-stone laid: 9 October 1992

Height of upper conical spire: 37m

Height of lower conical spire: 11m

Distance between tips: 50m





ARCHITECTURE - L'ESPRIT FRANCAIS

As soon as both Germany and Berlin were reunited in 1990, one thing was certain – that the old Friedrichstadt district around the world-famous Gendarmenmarkt was set to be reborn. Above all the district's former boulevard, Friedrichstrasse, attracted investors from Germany and abroad. An international competition for Quartier 207 was won by a spectacular design for Galeries Lafayette submitted by star architect Jean Nouvel, who had originally risen to fame for Lyons Opera House and the Arab World Institute in Paris. When the foundation stone was laid on 9 October 1992, this was the first major project on the famous Friedrichstrasse. The topping-out ceremony was celebrated in autumn 1994, and Galeries Lafayette was finally opened on 29 February 1996.

Twelve glass conical spires and cylinders lend Quartier 207 – and hence also Galeries Lafayette – an elegance and lightness which sets it apart from the closed construction style typical of Berlin. Nouvel's now legendary conical spires and the bold glass facade have since become attractions in their own right.

The modern architecture continues inside on all the storeys of Quartier 207, which in addition to Galeries Lafayette also harbours other offices and luxury housing. Variations in the light combine to produce an exclusive shopping and working experience. The construction of Quartier 207 and Galeries Lafayette was nothing less than the creation of a new, unique landmark for central Berlin.

