

# STELLA MCCARTNEY

## 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](mailto:stephane.jaspar@us.stellamccartney.com)

Arabella Rufino  
Worldwide Public Relations  
[arabella.rufino@us.stellamccartney.com](mailto:arabella.rufino@us.stellamccartney.com)

#### UK & EUROPE

Marina Cid  
PR Manager  
[marina.cid@uk.stellamccartney.com](mailto:marina.cid@uk.stellamccartney.com)

## FACT SHEET

### LOCATION

Galleries Lafayette  
1st Floor,  
40 Boulevard Haussmann  
75446, Paris  
T 00 33 (0) 1 42 82 34 56  
[www.stellamccartney.com](http://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