



GALERIE DES CHAMPS

82-88 Avenue
des Champs-Élysées
Paris 8ème

MY POP UP STORE

Créateur de Magasins Éphémères depuis 2009

YOUR BRAND AT THE HEART OF THE CHAMPS-ÉLYSÉES



The Galerie des Champs counts more than **5 million visitors annually**



The Champs-Élysées is visited by more than **100 million visitors per year**, composed of **international and French tourists (70%)** and a high-end Parisian clientele (30%)



Renovated in 2011 by Jean Nouvel, the Galerie has seen strong and steady growth.



High-traffic brands: McDonald's, H&M, Haagen Dazs, Maison Pradier, Paul, Minelli, L'Occitane Pierre Hermé
...

A UNIQUE CONCEPT STORE - 86CHAMPS



In December 2017, a unique and exclusive concept store opened its doors at the Galerie des Champs. It is the child of two iconic French powerhouses : cosmetics brand **L'Occitane en Provence** and pastry chef **Pierre Hermé**.

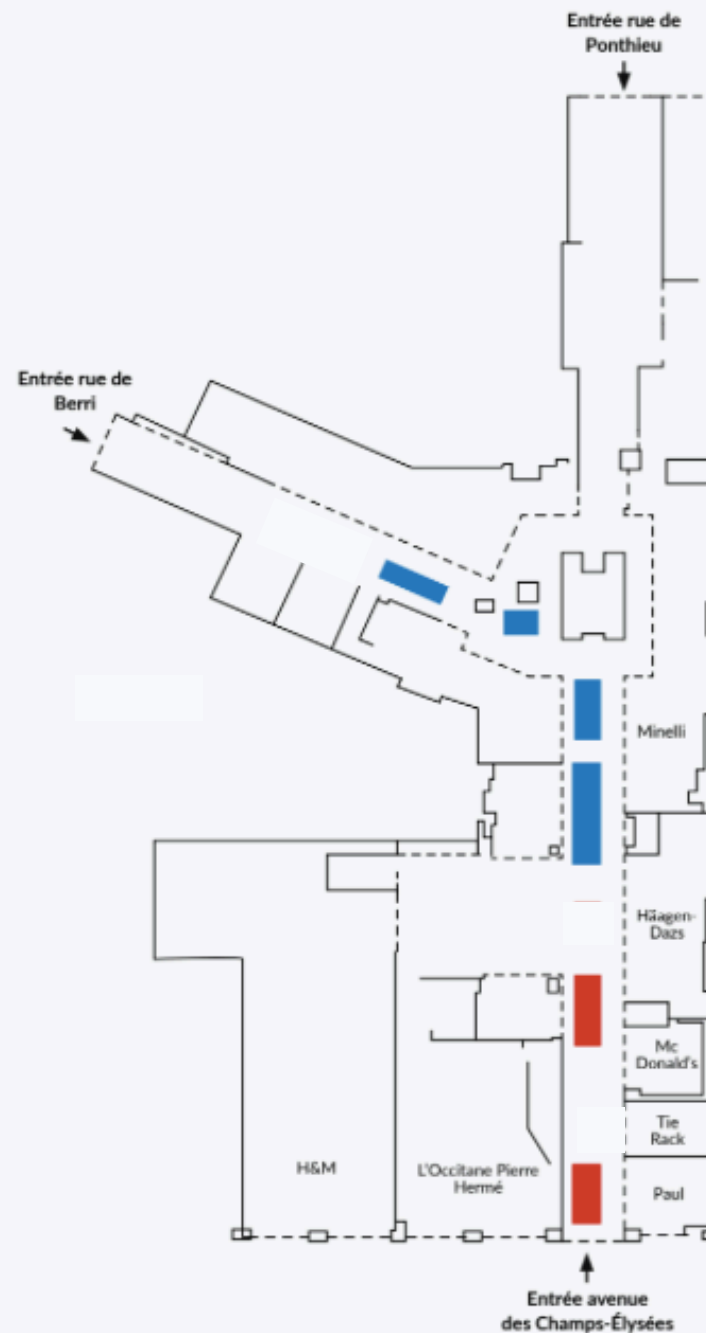
With its creative and magical décor, the 86Champs brings a new life to the Galerie des Champs. Their clients are aficionados of the French *savoir-faire*.

VOTRE POP UP DANS LA GALERIE

Since December 2016, the Galerie welcomes pop-up stores in it's main alley.

More than 6 spots are available to brands who seek the perfect place for a promotional event, or a retail operation:

- K1 : 10,45 m²
- K3 : 11,4 m²
- K5 : 13,3 m²
- K6 : 11,4 m²
- K7 : 6 m²
- K8 : 11,4 m²



Spots K5 to K8

Operations lasting 3 to 6 months
The kiosk can be provided by the Galerie



Spots K1 to K3

Operations lasting 1 week to 3 months
The kiosk is put in place by the brand.

THE GALERIE IS OPEN SEVEN DAYS A WEEK

The Galerie is open
from 7 AM to 1 AM

Shops within the Galerie are open
from 10 AM to 8 PM (*Mandatory*)

EXAMPLES OF OPERATIONS

PARIS SAINT-GERMAIN



HARD ROCK CAFÉ



PARISIS



HARCOURT



ALTO CAFÉ



LA MAISON DU SAVON DE MARSEILLE



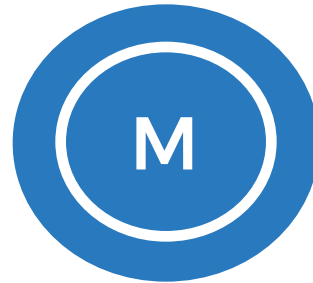
ACCESS TO THE GALERIE DES CHAMPS



BY BUS

Ligne 32
La Boétie - Champs Elysées

Ligne 73
George V



BY METRO

Ligne 2 et 6
Charles de Gaulle Etoile

Ligne 9
Franklin Roosevelt

Ligne 1
George V



BY RER

Ligne A
Charles de Gaulle Etoile

BUSINESS INQUIRIES

Tel: +33 1 84 17 87 50

contact@mypopupstore.fr

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www.gce.mypopupstore.co

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