

PRINTEMPS

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PRINTEMPS ANNOUNCES ITS INTERNATIONAL DEVELOPMENT WITH ITS "NEXT GENERATION" DEPARTMENT STORE IN DOHA

Printemps Group is announcing the opening of its first department store outside France in September 2022 in Doha, Qatar. This is the first post-lockdown opening of a department store in the world.

The new Printemps Doha represents a next generation department store combining immersive in-person experiences and new technologies to create an ultra-personalized customer relationship.

A unique site showcasing a strategic location in Doha's new tourism district

Ideally located in historic downtown Doha, which has become the new cultural and tourism center of the Qatari capital, the Printemps department store is part of the brand-new high-end complex called Doha Oasis. A flagship entertainment center, Doha Oasis houses a 5-star hotel decorated by Jacques Garcia, luxury residences, a theme park developed by Paramount, a 4D movie theater with over 1,000 seats, many differentiating restaurants and Printemps, the biggest department store in the Middle East. With a total area of 30,000 m², it stretches over 3 floors within this incredible elliptical building.

Architecture, offerings and services combine to recreate the immersive experience of Printemps Paris in Doha

Entrusted to the famous Canadian-American firm Yabu & Pushelberg, the architecture was designed as a stroll through intimate and high end spaces combining soft and organic architectural forms of Doha landscapes with the sophistication of Paris. To enhance the personality of each room and sequence the floors, retailers will operate within a storefront or multi-brand space.

The complex will house no fewer than 550 brands, with 30% in exclusivity and some present for the first time in Qatar. The store brings together a unique mix of designer, premium and luxury brands to meet the demand of the region's consumers and tourists.

Brands include:

- Iconic luxury brands: Louis Vuitton, Dior, Gucci Valentino, Balmain, Dolce & Gabbana...
- Leading designer brands: Kenzo, Jil sander, Casadei, Ganni, remain, Iro Isabel Marant...
- New international designers: Lorenz Bäumer, Persée, L'Étrange, Coperni, Alessnadra Rich, Nodelato, Nanushka...

Through the printemps.com website, made available in the region, local customers will have access to all collections featured at the store, as well as those of Printemps Haussmann, and will also have the option to pre-order items from these collections.

To offer an even more personalized experience, Printemps Doha will provide several attractive services, including:

- Access to tailored pieces created specifically for the store
- Artistic customization of products
- Maintenance for leather and exceptional items
- Access to Personal Shoppers including video chats with Parisian stylists
- Consultations with renowned international stylists
- A 24/7 concierge service

To enrich the customer journey, Printemps Doha will feature an exclusive selection of 14 restaurants, including the Milan-based Cova, Monaco's famous bar/restaurant TWIGA, as well as organic restaurants Wild and the Moon and XYST from celebrity chef Matthew Kenney or, for those with a sweet tooth, the pastry shop Maître Choux and chocolate shop Pierre Marcolini.

ABOUT THE PRINTEMPS GROUP

Founded in 1865 by Jules Jaluzot, the Printemps Group is a French leader in fashion, luxury and beauty, with 15 department stores owned and operated in France. The Group is also present in lifestyle with 9 Citadium stores and has become a key player in e-commerce with Place des Tendances, a fashion and beauty e-store acquired in 2013, and Made in Design, Europe's leading online store for designer furniture, lighting and decoration, acquired in 2019. With more than 3,500 brands and a total area of 180,000 m², the Group employs 3,000 people driven by a unique passion for service.

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