



Press release

THE LES PASSAGES CENTER CELEBRATES NEW LIFESTYLE TRENDS WITH ITS LET'S PLAY FESTIVAL September 17 TO 24

Boulogne-Billancourt, Thursday, September 8, 2016

The first Let's Play Festival is the unmissable event of this fall at Les Passages. Visitors will find their experience enhanced by amazing entertainment and delicious discoveries in fashion, food and lifestyle. Shoppers will also find a whole series of exciting happenings in their center, including retro-gaming, a GIF stand, freestyle demonstrations, and Hula-Hoop, Swedish Gym and Yoga sessions.

Between September 17 and 24, Les Passages invites pleasure seekers to enjoy a whole week of free introductory sessions and events focused on the latest trends. In its welcoming urban atmosphere, the center is unveiling a unique, cutting-edge store concept for its visitors; an attitude that is all about the latest trends and hipster culture. It's a dream opportunity to find THE on-trend product for this fall!

*"Les Passages is a dynamic center that loves to unite its visitors around unexpected, cutting-edge events. So we are offering them an incredible week of dynamic excitement focused on the latest trends and lifestyle. Every day, we welcome trend-conscious fashion-savvy urban customers on a continual quest for new ideas and new trends. So we see it as only natural to offer them an event that makes this fall something really special. Like our many creative, fun workshop sessions, every visit to the center is about shared enjoyment and the discovery of something new. We're very proud to be offering our visitors this unique event, and to underline the fact that at Les Passages, shopping is always a game!", says **Les Passages General Manager Anne-Catherine Bueb.***

LIFE IS AN ART

7 days of 100% Let's Play events and sensations!

In fashion, Les Passages welcomes unexpected and exclusive designers, such as *Noir Gaazol*, *Fleurette Paquerette* and *Ça ne me kit plus*. Foodies can take a break from shopping to enjoy pop popsicles in 3D or linger over a smooth, fresh organic fruit juice at *Justes*.

Original home deco objects of every kind, custom-made mobile solutions and the Lumas photo gallery... visitors will find all the latest design and art lifestyle trends at Les Passages this fall.

From his unique trike, the famous barber Big Moustache will be offering the men a new look completely free of charge. A great opportunity to have an expert tailor your own made-to-measure beard.

Wednesday 21 and Saturday 24, from 11am to 7pm.



And what could be better for rounding off a perfect day than a retro arcade game. All week-long, nostalgic gamers will be able to test their level on 500 different games.

Get down to the central piazza for the full-on Let's Play concept store experience with these emerging designers.

IT'S SPORTY, IT'S FUN... LET'S PLAY!

Take time out with a Yoga session

The Lolë ambassadors, famous for their unique and innovative meet-ups, are introducing visitors to Yoga in all its forms.

Be there from 3pm every day for Yoga classes in a series of introductory workshops.

Keep up the pace with Swedish Gym...

Les Passages gives you the opportunity to experience THE most trendy sport of the moment - Swedish Gym - from fitness professionals.

Monday 19 to Saturday 24, from 6pm¹.

... and take it to the next level with Hip-Hop and Hula-Hoop!

Visitors looking for exercise in ways that are as surprising as they are energetic can try a Hula-Hoop! A professional dance group will also be leading shoppers in high-energy Hip-Hop.

Hour-long Hip-Hop sessions begin on Saturday 17 at 4pm and on Saturday 24 at 5pm.

Try Hula-Hoop: Wednesday 21 2-3pm and again 5pm to 6pm, and Saturday 24 3-3pm and 6-5pm.

ABOUT LES PASSAGES

Symbolizing the center and the serenity it inspires, an enormous planted wall welcomes visitors opposite the escalators, and stays with them right up to the spacious malls with their sophisticated architecture and long glazed canopies designed to allow natural daylight to flood the interior. Located between the Hôtel de Ville (town hall) and the Grand'Place with its restaurants and cinemas, the Les Passages shopping center has become the beating heart of Boulogne over the last ten years, and makes a valuable contribution to the economic, social and institutional life of the town. The center is perfectly integrated into its surroundings, and for many leading retailers, Les Passages is the preferred test location for new concepts. The 6.5 million visitors who flock to the center every year love the friendly feel of this human-scale shopping venue, the appeal of its retail offer and its irresistible events and services. Very close to Boulogne itself, and well served by the metro, the *périphérique* Paris ring road and the A13 freeway, Les Passages de l'Hôtel de Ville boasts a catchment area of 300,000 people with disposable incomes that are twice the national average.

For more information: club-onlyyou.com/Passages

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¹ Except Saturday 17 (from 2pm) and Friday 23 (from 5pm).