

Lagardère Travel Retail opens first official Paris 2024 boutiques



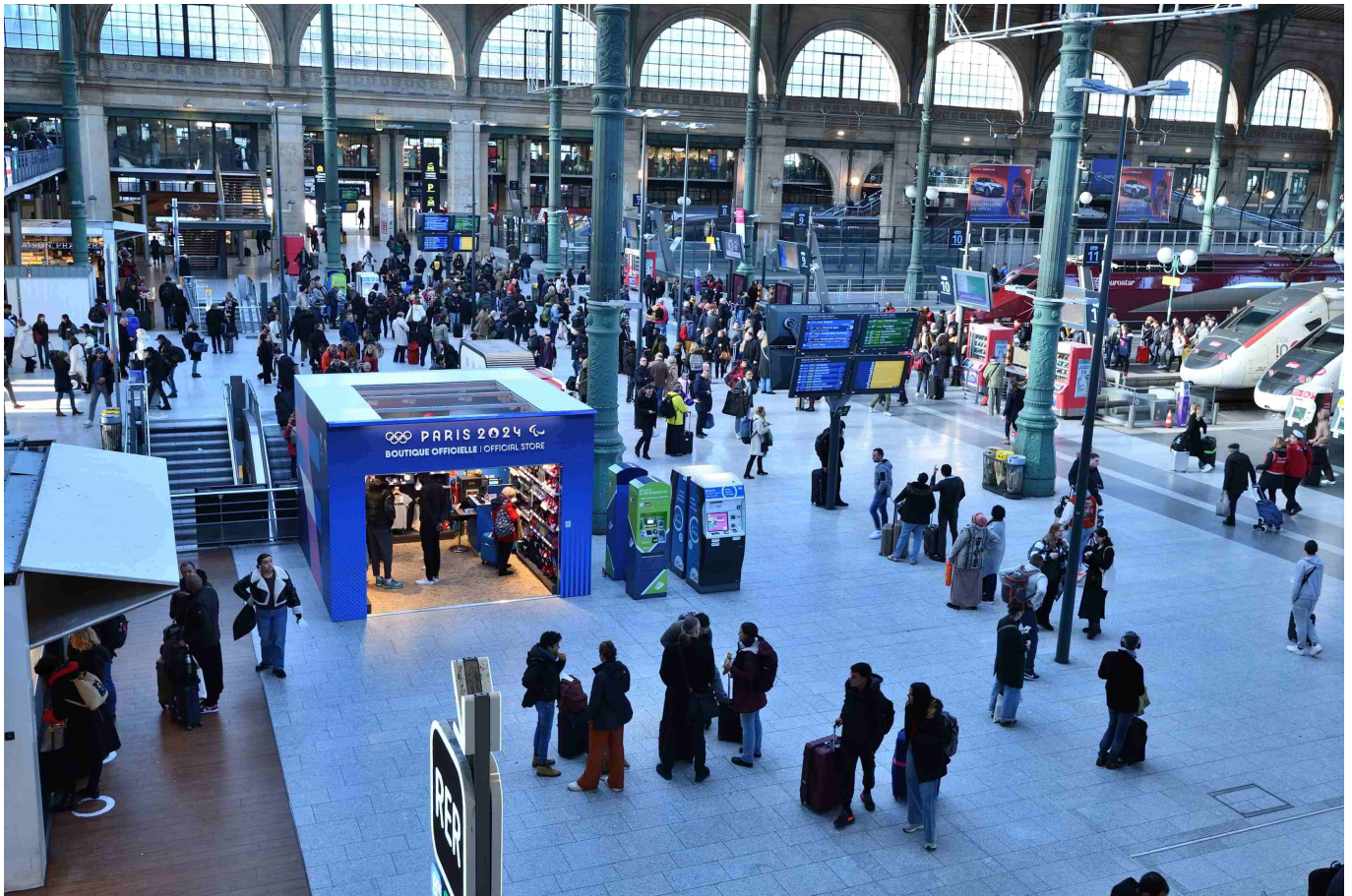
Lagardère Travel Retail France welcomes its first official Paris 2024 boutiques

Lagardère Travel Retail France has unveiled five official Paris 2024 boutiques following the signing of an exclusive contract with the Organizing Committees for the Olympic Games (OCOG).

The official boutiques, strategically located in Paris and Lyon, will offer a comprehensive range of products to travelers, allowing them to equip themselves with Paris 2024 items upon arrival and purchase unique souvenirs upon departure from France.

Seven boutiques in total are planned, with five already open at Lyon Saint Exupéry Airport, and in Paris, at Gare de Lyon, Gare du Nord, Châtelet-Les Halles RER metro station and Gare Montparnasse. The remaining two boutiques will be located at the esplanade of the Eiffel Tower and

Gare de l'Est. The stores will offer a wide range of licensed Paris 2024 products, including fashion items for men, women, and children such as T-shirts, sweaters, and caps, as well as souvenirs like plush toys, mugs, and water bottles, along with travel bags and pillows.



Paris 2024 at Paris Gare du Nord

In addition to the official boutiques, 200 strategically located Relay shops in train stations, metros, and airports in cities hosting Olympic competitions provide a comprehensive range of licensed Paris 2024 items which may vary depending on the store.

On top of selling Paris 2024 products, Relay shops embrace the Olympic Games through unique activations with partner brands Visa and Coca Cola (both official Olympic Games partners), allowing travelers to win tickets to attend the Olympic Games. In this way Relay reaffirms its commitment to providing travelers with more than just products to transform travel into enjoyable and personal experiences. This exclusive contract with OCOG reinforces Lagardère Travel Retail's commitment to customers by offering local souvenir products at the heart of current events, confirming Relay's ambition to stay one step ahead of travelers' desires.