



## **The Hausmann Paris Committee launches its website: hausmannparis.com**

Paris, June 19<sup>th</sup>

The Hausmann Paris Committee is the association where the major businesses located around the famous Hausmann boulevard come together to collaborate. Thanks to its new website, the Hausmann Paris Committee can bring forward its actions and objectives, keep its locals and visitors updated on its latest news, and broaden its reach in France and abroad.

“Each year, the Hausmann district lures 50 million visitors on 150, 000 square meters of retail space, which adds up to a 3 billion dollars a year turnout - three times more than the Champs-Élysées. These numbers speak for themselves, but the reach of the Hausmann district can still be broadened and the opening of this website must help to do just that.” Said Pierre Pelarrey, President of Hausmann Paris Committee.

### **Hausmannparis.com, a website, opened on the district’s life, its colorful characters and must-see locations**

The communication agency Pilote Paris was commissioned by Hausmann Paris to design and create the committee’s website. The agency designed a functional, easy access and fully responsive interface.

In order to meet the expectations of its future visitors, the site offers two separate entrances:

**The Committee:** with a pedagogical vocation, this tab presents the committee, its missions, its members, its very actions to its different audiences: visitors, residents, collaborators as well as authorities, associations media members,

**The District:** presentation of the boulevard and its surroundings, this tab also tells the small and great stories of the Hausmann district, putting forward its unique heritage as well as the men and women who bring life the neighborhood today. Convenient, an interactive map pointing shop locations or Instagram hotspots is also available.

## **The Haussmann Paris Committee, getting together to speak in one voice**

The Haussmann Committee was created in 1997, more than 130 years after the first department stores opened their doors on the Haussmann boulevard. The association was created to stand up for the district's interests and keep working on its sustained growth. In November 2017, eleven partners gathered to bring Haussmann Committee back to life (they were five in 1997) with even more ambition: rejuvenate the neighborhood and keep raising its profile to become a focal point of France's capital everyday life

### ***About Haussmann Paris Committee***

Bringing together the main commercial players of the Haussmann Boulevard district in Paris, Haussmann Paris Committee is an initiative whose aim is to actively participate in the new dynamic of the district in order to turn it into a pole of attractiveness and one of Paris's most lively areas.

Its partners gather around common commitments and mobilize through three priority fields of action: valorizing and modernizing its heritage; facilitating cultural and creative initiatives; developing commercial attraction.

11 emblematic Haussmann district businesses: C&A, Citadium, Galeries Lafayette, H&M, Indigo, Orange, Passage du Havre, Printemps, Sephora, Uniqlo, Zara.

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