

## Comité Haussmann Paris unveils new light display for the Christmas season



**Paris, December 2<sup>nd</sup>, 2019** - Comité Haussmann Paris officially launched the festive light displays for their end of year celebrations, one of the biggest sales periods for the retail giants located on Boulevard Haussmann and the surrounding area.

For this year's edition, the committee returned a more traditional style, displaying a simple, elegant and warm arrangement that brings to mind a traditional British festive season.

Along the Boulevard, trees are decorated with warm, white lights, offering a certain sense of uniformity amongst the trees, and creating a magical atmosphere. Arches made of lights are located on both sides of the Rue Caumartin, adding to the magical experience desired by the committee. This design matches the lighting showcased by the stores in the area, which is very important at this time of the year.

Comité Haussmann Paris invites everyone, residents, visitors and simple passers-by to share their best photos of this year's display on social networks with the hashtag #haussmannparis and to mention the @comitehaussmannparis account on Instagram. The most beautiful photos will be published each week on the @comitehaussmannparis Instagram.

### Press contact

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### About Comité Haussmann Paris

Comité Haussmann Paris is a business partnership (a French non-profit organisation) which unites 11 major retail brands anchored in the Haussmann district under one banner: C&A, Citadium, Galeries Lafayette, H&M, Indigo, Orange, Passage du Havre, Printemps, Sephora, Uniqlo and Zara. These committed, sometimes rival brands, decided to look beyond their own individual identities and work together to drive new momentum in the Haussmann district. They aim to turn it into one of Paris' most attractive and lively hotspots, acknowledged as such in both France and the rest of the world. Comité Haussmann Paris has three main missions: to promote and modernize the district's heritage, to boost its creative and cultural dynamism, and to enhance its retail appeal.