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PRINTEMPS REVEALS CHRISTMAS WINDOWS DISPLAY

Thursday 7th november at 5.30 pm, **Chiara Ferragni**, the « Digital entrepreneur » with 17,5 millions of followers on Instagram, unveiled, on behalf of **POMELLATO**, the Christmas windows of Printemps Haussmann in Paris: « A very curious Christmas »



Chiara Ferragni, on behalf **POMELLATO** - **Paolo de Cesare**, CEO of **PRINTEMPS** -

Launching the festive season, the opening ceremony was hosted by **Chiara Ferragni**, on behalf of **POMELLATO**, partner for the 2019 Christmas windows, along with **Paolo De Cesare**, CEO of **PRINTEMPS**.

For more than 150 years, Printemps has been the ultimate shopping destination during the festive season in Paris. Its enchanting Christmas windows display is a true benchmark and every year delight more than 10 million people passing by the Boulevard Haussmann in Paris.

This year, the Christmas windows on Boulevard Haussmann welcome a host of odd animals starring in zany, quirky scenes devised by Printemps. These offbeat animals radiate their festive energy from their magnificent windows, more colourful and surprising than ever before. The eleven windows display present four magnificent scenes. « Squirrels count beans with **ILLY** » : 14 squirrels that come to life when an extraordinary coffee machine is operated. The little figures reveal all the stages of Illy's precious coffee. « **JOTT**'s dazzling crazy parrots » enthral the audience with their multicoloured Jott jackets showcased through a captivating choreography of frenzied dances, fancy footwork and swaying sequences. In the store, **LONGCHAMP** celebrates a series of colourful, festive and feminine bags adopt the Maison's most iconic designs including Le Pliage® and Roseau.

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