



Paris, 19 April 2018

PRESS RELEASE

Sporty ambiance expected at the inauguration of the new Salomon Left Bank boutique

Salomon, a French company founded in 1947 in Annecy and specialised in sports and outdoor equipment, opened a new shop on 19 April in the heart of Paris's world-famous 6th *arrondissement*, a stone's throw from the iconic Marché Saint-Germain.

The brand, property of Finnish group Amer Sports, chose to set up in a brand new, 150+ m² (more than 1,600 sq. feet) commercial unit located on the ground floor of the 129 boulevard Saint-Germain building, owned by Groupama and managed by Groupama Immobilier.

The concept is bold: the Salomon boutique will combine customer experience and digital technology, in harmony with the building's Haussmann-era architectural codes.

"Time to play"

Groupama Immobilier was co-exclusively advised by Knight Frank and Savills.



The new Salomon store - 129 boulevard Saint-Germain - 75006 Paris

About Groupama Immobilier

Groupama Immobilier is the Groupama Group's management vehicle specialised in real estate activities (commercial and residential). On behalf of its principals, the company manages a €3.7 billion portfolio, making it one of France's leading managers of real estate assets.

www.groupama-immobilier.fr