

[10.04.24] **PRESS RELEASE**

## **TF1 GROUP SPONSORS NEW EXHIBITION: "THE BIRTH OF THE DEPARTMENT STORE. FASHION, DESIGN, TOYS, ADVERTISING, 1852-1925"**

**TF1 group is delighted to sponsor "The birth of the department store. Fashion, design, toys, advertising, 1852-1925", a new exhibition that runs until 13 October 2024 at the Musée des Arts décoratifs.**

For our first-ever sponsorship collaboration with the Musée des Arts Décoratifs, we are proudly supporting an event that showcases the temples of "la vie parisienne", where good taste and refinement reign supreme. Galeries Lafayette, Samaritaine, Printemps, Bon Marché... world-famous names, attracting thousands of visitors every year.

With over 700 exhibits, the show takes visitors on a voyage through time as they discover the origins of this once-new retail concept and how it created spaces for women, overturning traditional sales techniques and paving the way for the consumer society.

For over ten years, TF1 group has been committed to supporting French cultural institutions, in association with our TV channels: LCI, TMC and TF1.

**This latest sponsorship reflects the importance we attach to French culture and heritage.**

### **About TF1 group**

TF1 group is a major player in the production, publication and distribution of content, in France and Europe. Our operations are split between two divisions:

Our **Media division** is home to our free-to-air channels (TF1, TMC, TFX, TF1 Séries Films, LCI); our theme channels (Ushuaia TV, Histoire TV, TV Breizh, Série Club); TF1+, our free streaming platform for family entertainment and news; our TFOU MAX on-demand platform for kids; and the TF1 PUB advertising airtime sales house. It's a unique ecosystem that can deliver for all audiences - and all advertisers. We also operate in music production and live shows with Muzeek One.

Our **Production division**, with Newen Studios, is home to more than 50 creative companies and labels in France and abroad. Unrivalled know-how, and a diverse range of brands and talents, create and distribute programmes across all genres and for all media industry players, from public-service and private-sector broadcasters to online platforms.

#### **CONTACTS:**

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