



PRESS RELEASE

Appointment of Guillaume Gellusseau as Chief Marketing and Communication Officer for Galeries Lafayette and BHV Marais

Paris, June 15, 2020

Galeries Lafayette announces the appointment of Guillaume Gellusseau as Chief Marketing and Communication Officer for Galeries Lafayette and BHV Marais. Guillaume Gellusseau's responsibilities include defining and implementing an ambitious strategy reflecting the Galeries Lafayette and BHV Marais brands' DNA, and accompanying the company's ongoing transformation into the leader in omnichannel, engaged retailing. He will report to the Chief Executive Officer, Nicolas Houzé, and will be a member of the Executive Committee.

Guillaume Gellusseau has 25 years' experience of marketing and communication in various emblematic companies in the luxury, cosmetics and retail sectors. He started his career in 1995 at Christian Dior Parfums, before joining Kraft Jacob Suchard and then moving to Sanofi group where he worked for Yves Saint Laurent Parfums. In 2000, he joined L'Oréal group, and spent eight years in various positions at Lancôme International, before becoming Marketing Vice President France for the group's Luxury Division fragrance brands. In 2008, he joined crystal manufacturer Baccarat as Global Marketing and Communication Vice President and was behind several product launches and artistic collaborations. Between 2011 and 2017, he was VP Marketing and Image for Bon Marché, where he notably revamped the group's communication, created the CRM 24 Sèvres loyalty program, and organised several retail and artistic exhibitions that positioned the department store. Since 2017, he has been Global General Manager Designer Brands for Shiseido group and a member of its Executive Committee. Guillaume Gellusseau is 46 years old and a graduate of HEC School of Management.

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About Galeries Lafayette

A world-famous, leading French department store, Galeries Lafayette has been the undisputed expert in fashion and events for the past 125 years. It strives to make each visit a unique experience by offering French and international clients a constantly renewed selection of the best brands, ranging from the affordable to premium. Present in the fashion, accessory, beauty, interior decoration, fine foods and catering sectors, the brand is celebrated for its 65-store network in France and abroad, its e-commerce website [galerieslafayette.com](https://www.galerieslafayette.com), and its off-price activity Galeries Lafayette L'Outlet. More information on [galerieslafayette.com](https://www.galerieslafayette.com), on Facebook and on Instagram (@galerieslafayette)