LE **BHV** / MARAIS

Laurie-Anne Moussier is appointed BHV Marais Digital Director

Paris, October 30th, 2018 — BHV Marais is announcing the appointment of Laurie-Anne Moussier as Digital Director, effective from October 29th. Within the scope of her duties, Laurie-Anne Moussier will define and implement the omnichannel strategy of BHV Marais, following the recent launch of its e-commerce website, BHV.fr. and will have to ensure its proper development. She reports to Amandine de Souza, BHV Marais Director.

Laurie-Anne Moussier has nearly ten years' experience in the digital and e-commerce sectors. After launching her career as Online Marketing Manager in a start-up, she joined "pure player" websites such as Sarenza, where she directed market activities for a series of countries before becoming Marketing Director at ALittleMarket (acquired by the American Etsy).

Aged 34, Laurie-Anne Moussier graduated from the Ecole Normale Supérieure in Lyon and holds a Master's degree in Management from HEC Paris.

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About BHV Marais

A unique lifestyle concept department store focusing on multi-specialist and creative fashion, BHV Marais offers an innovative range of home, fashion, beauty, design, DIY, leisure and fine food products. Its 160-year-old flagship located on the Rue de Rivoli in Paris positions itself as a public space designed to inspire, and as such contributes to the appeal of Paris's Marais district. It offers its French and international clients nearly 900 brands, ranging from the most accessible to the cutting-edge. Owned by the Galeries Lafayette group, BHV Marais is also present in France and abroad with a network of stores in the shopping center Parly 2 near Paris, in the Lyon region, in Beirut, Lebanon and in Dubaï, Arab United Emirates. More information on Bhv.fr/en

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