

RETAIL

Galleries Lafayette adds fashion editor for stylistic consistency

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Image courtesy of Galleries Lafayette

By STAFF REPORTS

French department store chain Galleries Lafayette has appointed Alix Morabito its fashion editor, representing a new position for the retailer.

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In her new role, Ms. Morabito will be in charge of ensuring that Galleries Lafayette's fashion product selection is consistent. Bringing an additional editorial eye to the retailer's fashion team may help Galleries Lafayette further hone its voice in the space.

Editorial eye

Ms. Morabito will report to Elisabeth Cazorla, director of ready-to-wear and a member of the executive committee.

She started her career in 2000 as a buyer at the BETC agency. She then got a master's degree from the Institut Français de la Mode.

Ms. Morabito went on to work at the agency MAFIA as junior artistic director. In 2005, she joined Galleries Lafayette as a women's wear buyer, leaving in 2008 to become the luxury and designer buyer for Printemps Group.

Her resume also includes a time at Chloé, where she was the director of the accessories collection and licensing. Ms. Morabito rejoined Galleries Lafayette in 2015 as the deputy director of menswear.



Galleries Lafayette's flagship store on Boulevard Haussmann

Placing new fashion scouts within a retailer's buying team can be beneficial, as it offers the chance at a fresh perspective.

Department store chain Saks Fifth Avenue appointed Roopal Patel fashion director in 2015, as she joined a recently assembled fashion team at the retailer.

Ms. Patel, most recently a self-employed consultant, brings expertise in trend forecasting, having previously worked at online trunk show retailer Moda Operandi, Bergdorf Goodman and Neiman Marcus. Coming from the online space, Ms. Patel has helped the retailer in its efforts to retain a current image and shopping experience ([see story](#)).

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