

RETAIL

Galleries Lafayette's new hire to focus on omnichannel

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Image courtesy of Galleries Lafayette

By STAFF REPORTS

French department store chain Galleries Lafayette is furthering its omnichannel mission with a new hire.

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Galleries Lafayette has hired Constance de Polignac as marketing and digital director. In her new position, Ms. de Polignac will work with Galleries Lafayette to continue the development of its omnichannel strategy.

Digital marketing pro

Ms. de Polignac joins Galleries Lafayette from French fashion chain Camaeu. At Camaeu since 2012, Ms. de Polignac was the fashion chain's marketing and digital director.

Her prior experience includes C-suite positions for brands such as LVMH's Sephora, Unilever France, Biotherm and Club des Crateurs de Beaut. As with Camaeu, Ms. de Polignac worked in marketing and ecommerce for these brands.

Ms. de Polignac will succeed Jean-Philippe Marazzini and will report to Galleries Lafayette's CEO Nicolas Houz. As Galleries Lafayette's marketing and digital director, Ms. de Polignac will also become a member of the retailer's executive committee.



Galleries Lafayette's New Chic campaign

Galleries Lafayette has been making strategic moves to amplify its omnichannel objectives.

For example, the retailer is strengthening its ecommerce business with the purchase of InstantLuxe.com

Established by Yann Le Floch in 2009, InstantLuxe.com is an ecommerce site based in France specializing in the trading of pre-owned luxury goods. Galeries Lafayette purchased InstantLuxe.com outright for an undisclosed sum on June 29 but will keep Mr. Le Floch as the company's head.

The acquisition of InstantLuxe.com will accelerate Galeries Lafayette's omnichannel strategy by offering its consumers a new shopping experience. Additionally, there has been a rising interest in luxury consignment among affluent consumers, the purchase of InstantLuxe.com gives Galeries Lafayette an in with this secondhand retail sector ([see story](#)).

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