

RETAIL

## Galleries Lafayette's watchmaking division names new managing director

February 22, 2018



*Galleries Lafayette Royal Quartz Paris. Image credit: Galleries Lafayette.*

By STAFF REPORTS

French retailer Galleries Lafayette has appointed Arthur Lamoine as the new managing director of watchmaking at the Galleries Lafayette group.

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Mr. Lemoine has held various positions within Galleries Lafayette over the past eight years and will now be joining the group's executive committee. The move to appoint him as new managing director comes as the retailer is expanding its overall watchmaking efforts to better fit a more diverse portfolio.

### Watchmaking expansion

Galleries Lafayette has been undergoing a slow transformation recently as the retailer seeks to expand both its reach and the diversity of products it offers.

The appointment of Mr. Lemoine showcases how Galleries Lafayette is hoping to capture more of the luxury watch consuming base. As managing director, he will report to executive chairman Philippe Houz.

He joined Galleries Lafayette as a buyer for the retailer's perfume department, and was appointed as director of the department three years later.

In 2015, he was named director of Galleries Lafayette's food and restaurant activities where he led the company's Eataly project.

Part of Mr. Lemoine's new position will involve overseeing Galleries Lafayette's Royal Quartz Paris brand, which is being rebranded as Galleries Lafayette-Royal Quartz Paris.



*A current Royal Quartz Paris store. Image credit: Galeries Lafayette.*

The watch retailer will be unveiling its new name and branding as it begins managing a new timepiece initiative for a highly trafficked area, taking over 11 luxury watch stores for Paris Aéroport ([see story](#)).

Galeries Lafayette is also increasing efficiency and agility while simultaneously maintaining its nationwide presence through a new strategy.

The group is looking to franchise 22 of its stores across France. The deal will allow Galeries Lafayette to partner with experts that can improve these individual locations without too much risk ([see story](#)).

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