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Christofle repositions itself in brand image and management

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Christofle looks to reposition itself. Image credit: Christofle.

By STAFF REPORTS

Chalhoub Group's French silver manufacturer Christofle looks to a new chief executive officer as it continues to strengthen the brand's strategy.

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The brand has hired Nathalie Remy from McKinsey & Company as its new CEO. With more than 21 years of experience, Ms. Remy is expected to help steer the brand in a powerful direction.

Repositioning

Based out of Paris, Ms. Remy comes to Christofle after serving as the leader of McKinsey's fashion, beauty and luxury service line in Europe. Prior to her role at McKinsey, she acted as a consultant for another firm, Oliver Wyman.

Per Women's Wear Daily, Chalhoub Group pointed to Ms. Remy's experience in repositioning brands, marketing and digital.

We are very happy to announce on this special day the nomination of Nathalie Remy as the new CEO of Maison Christofle. #Christofle #ChristofleParis #Womensday #Nomination #ceo

A post shared by Christofle (@christofle) on Mar 8, 2018 at 7:1...

Christofle revealed the new hire via its social media pages, building off International Women's Day by celebrating the growth of the number of female CEOs.

The brand's former CEO Oliver Fremont moved the label into a more lifestyle-oriented direction by opening a flagship store in Paris last November.

Christofle's parent company has a number of partnerships in the Middle East, including Farfetch.

Chalhoub Group partners with luxury brands to establish a presence in the Middle East because having a local understanding is essential to awareness building. Chalhoub Group's retail, distribution and marketing knowledge of the Middle East paired with Farfetch's ecommerce and logistics prowess will open up the market to luxury brands ([see more](#)).

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