

RETAIL

Galleries Lafayette looks to logistics expertise with new hire

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

By STAFF REPORTS

Department store chain Galleries Lafayette has created a new position within its business to better facilitate omnichannel growth.

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Galleries Lafayette has hired logistics and supply chain expert Gopal Jinnuri to help support its omnichannel strategy for merchandise flows both online and offline. Mr. Jinnuri joins Galleries Lafayette for the newly created position flows director.

Omnichannel expertise

Starting on May 2, Mr. Jinnuri will head the department of IT initiatives and merchandise flow. He will report to Nicolas Houz, Galleries Lafayette CEO, and will also be considered a member of executive committee.

Galleries Lafayette notes that Mr. Jinnuri has a background of 20 years' experience serving in logistics in food and retail. He began his career in 1999 at i2 Technologies as a solution architect.

He also acted as the director of supply chain at Castorama. From there he went to Casino and eventually worked up to supply chain director before joining Cora, his last location.

Mr. Jinnuri holds a master's degree from HEC Business School.

"As part of his missions, Gopal Jinnuri will support the acceleration of the company's omnichannel transformation and head IT and merchandise flows both online and offline," the company said in a statement.



Galeries Lafayette's new location is inspired by the Mediterranean. Image credit: Galeries Lafayette

This comes after other omnichannel moves by Galeries Lafayette.

Last fall, the retailer inaugurated a new experience-led store concept at the Carr Smart shopping center in the Paris region.

Galeries Lafayette's concept was the first of its 56 French stores to incorporate fully omnichannel selling tactics and is firmly anchored in the local environment. The store includes services such as click-and-collect and a digital showroom ([see story](#)).

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