

RETAIL

Galleries Lafayette training program courts client-centric sales model

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Galleries Lafayette is launching a new training program for its Champs-Elyses store. Image credit: Galleries Lafayette

By STAFF REPORTS

Responding to the digital changes in retail, French department store chain Galleries Lafayette is taking a new approach to training the frontline staff for its upcoming Champs-Elyses flagship.

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The 300 sales advisors, who will be called "personal stylists," will undergo a program developed by the Galleries Lafayette Academy and IFM to help them deliver an omnichannel, client-centric shopping experience to visitors. Galleries Lafayette's store, set to open in the spring, aims to reinvent the retail model.

Stylist sessions

Galleries Lafayette is currently running a recruitment campaign for the flagship, seeking out individuals who have a "quirky personality" as well as a fondness for fashion and digital capabilities.

The retailer's in-house training academy is rolling out a bespoke program for these hires, dubbed the "Retail Academy." Working with IFM, Galleries Lafayette also sought out expertise from hotel concierge association Clefs d'Or, influencers and startups.

Through in-person workshops and classes, as well as online learning, personal stylists will learn how to create relationships with customers and offer a customized experience. The training will also center on creating a community among associates and influencers.

Galleries Lafayette's plans for the Champs-Elyses store revolve around delivering the "retail of tomorrow." This strategy has been reflected in key hires.



Rendering of Galeries Lafayette's Champs-Élysées store. Image credit: Galeries Lafayette

The company recently appointed Clara Cornet to oversee the visual identity and merchandise selection at its upcoming Champs-Élysées location in Paris.

Ms. Cornet began her career at Galeries Lafayette and returns to the retailer after positions at Opening Ceremony and The Webster. Her buying experience at these concept stores is expected to help Galeries Lafayette as it aims to reinvent its bricks-and-mortar model ([see story](#)).

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