

RETAIL

Galleries Lafayette names new CEO for La Redoute with full ownership of French retailer

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La Redoute is one of the leading French online retailers in fashion and homeware. Image credit: Galleries Lafayette

By LUXURY DAILY NEWS SERVICE

Nathalie Balla and Eric Courteille, co-CEOs of leading French ecommerce retailer [La Redoute](#), have decided to step down from their shared position, which they have held since 2014.

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The company's advisory board has appointed its deputy managing director, Philippe Berlan, in their stead as the sole CEO. The move comes at the same time as 51 percent stakeholder Galleries Lafayette group buys out the remaining shares to become full owner of La Redoute.

"As we hand over to Philippe Berlan, we can be pleased with the work we have done together," Ms. Balla and Mr. Courteille said in a shared statement.

"We are making this change at the right time, and we are leaving La Redoute in excellent hands, with a solid shareholder and a new CEO who has played a major role in its success and will be able to meet the challenges of tomorrow," they said.

Galleries Lafayette is one of the leading department store retailers worldwide.

Home run

Paris-based multichannel retailer [Galleries Lafayette group](#) will soon have a 100 percent stake in La Redoute, an increase from the 51 percent it has held since late 2017

Founded in 1834, La Redoute has made strides to transform its business model to compete in an increasingly digital world.

Galleries Lafayette group, a fellow French-focused brand that touts itself as a promoter of the French "art of living," has collaborated to help La Redoute grow in the last two years.

La Redoute is one of France's leading online retailers selling fashion and homeware items.

Mr. Berlan has been with La Redoute since 2012. He has more than 25 years of experience in retail, having previously acted in a managerial capacity at Lancel, Petit Bateau and Casino.

"I am honored that [Galeries Lafayette executive chairman] Philippe Houz has chosen me for this new role, and I would like to thank him for the trust he has placed in me," Mr. Berlan said in a statement.

"Although the company will have a new CEO, I will ensure continuity by sticking to our 2025 strategic plan and the major ambitions it represents for our company," he said.

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