

#8

IÉS!
IÉSEG NETWORK MAGAZINE



AN ENTREPRENEUR
SPEAKS

Les Petits Prédigés:
next generation
cosmetics

INTERNATIONAL

Giammarco La Pira:
luxury, a state of mind

24H WITH...

Emma Wallaert,
founder of Maison
Jeanne: chic and
ethical travel

FASHION, LUXURY AND BEAUTY
THE RULES HAVE CHANGED...

A SUREFIRE WAY TO MAKE SOMEONE HAPPY

With a few weeks to go until Christmas, it's high time you started thinking about what you'll give to your loved ones. And there's good news: the fifth edition of the IÉSEG Entrepreneurs Christmas Catalogue is out, featuring nearly 50 IÉSEG alumni, students and staff. There are five categories so there's something for everyone: decoration, relaxation, gastronomy, fashion and solidarity. By buying your gifts from here, you are helping to develop and promote some wonderful entrepreneurial ventures. You'll also frequently benefit from a promotional code and are bound to make someone happy! Available at our two campuses, the paper version is sent out to our alumni who live in France and neighbouring countries. The digital version can be found on our website. Merry Christmas to you!

@ More information: www.ieseg-network.com

ARE YOU UP TO DATE?

A few years ago our members directory ceased to exist in paper format having given way to an online version, better tailored to your needs: information can be updated in real time, with more precise, multi-criteria searches, etc. To make it as relevant and useful for as many people as possible we need your help: all you need to do is update your contact details by logging into your personal profile on www.ieseg-network.com and checking the information you see there.

@ More information: www.ieseg-network.com

DRAW ME A TREE...

It's a well-known fact that something good can come out of any situation, even the most difficult. Sometimes you just need a little nudge! To give you a helping hand, a brand new personal development workshop was launched just before the summer. Hosted by Elizabeth Toucas, our Executive Coach, it is 100% online and uses the Tree of Life, a metaphorical support method derived from narrative practice. It has already helped several alumni to reconnect with their resources and boost their self-confidence to face the new challenges that await them. So why not you?

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SHARING AND LEARNING

More and more of you (more than 300 alumni this year) have so far responded to our mentoring programme. Thank you! Mentors bring their experience and their professional outlook to help their mentees (Masters students) to make the best decisions. It's a system based on sharing experience and giving advice which helps everyone to grow. Discussions can take place face to face or via any modern means of communication. Feel free to join the movement.

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DESPITE LIVING THROUGH UNPRECEDENT TIMES, THE IÉSEG ALUMNI FOREVER EVENING LIVED UP TO ALL EXPECTATIONS. IT WAS A REAL BREATH OF FRESH AIR.

More information p.15

Credit: Grégory Chris Misandeau



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After an already busy career, Emma Wallaert founded *Maison Jeanne*, a project in line with her convictions where the key word for her busy days is balance.



Credit: Grégory Chris Misandieu

THE POWER OF THE NETWORK

Uncertainty, isolation and social distancing: the period we have been living through for several months has changed the course of our lives and reminded us of the importance of networks for keeping in touch. First of all, social networks, especially during lockdown, but also our so-called real networks, starting with the IÉSEG Network, whose mission is to support you more than ever before.

In this particular context, it is our responsibility to put mutual help and solidarity at the heart of everything we do. IÉSEG Network is your network and you can count on me and the team led by Laëtitia Dugrain Noël to represent and help you, whatever your situation. Don't hesitate to get in touch and call on the alumni who won't hesitate to help.

For my part, I would like to make it my mandate to make IÉSEG Network, which brings together 11,000 alumni, more prestigious and more international than ever and to ensure it is even more at your service. In this way I will continue the excellent work of Nicolas Messio, whom I would like to thank for his four years of commitment.

I hope you enjoy reading this issue devoted to a sector which, like us, is constantly adapting and reinventing itself. We are also including our Christmas Catalogue of IÉSEG Entrepreneurs which perfectly illustrates the strength and relevance of our network.

**Vincent Cuvillier - IÉSEG Network Président
(Grande École 2007)**

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IÉS! IÉSEG Network Magazine

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(Grande École 2012)

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Clementine and Camille are reinventing ethical and responsible cosmetics with their brand *Les Petits Prédiges*.

Credit: Les Petits Prédiges

THE FOUNDATION IN ACTION



Credit: IÉSEG

Making a donation to the IÉSEG Foundation means making a real difference in the here and now, but also to the future of our students. A perfect illustration of this is Jimarie Tanada, who received financial support thanks to your generosity.

Ambitious and determined, Jimarie passed the entrance examination for IÉSEG after taking a scientific baccalaureate. She chose our School for the English syllabus and because of her international outlook. It proved to be a winning choice since she had the opportunity to go on exchanges with two universities: the first in Seoul in her third year, the second in Nottingham in Masters 1. The Foundation supported her throughout her five years of tuition and during her gap year. She said: "Being able to follow the course I wanted despite financial difficulties was a real opportunity. Thanks to the IÉSEG Foundation, I am now a graduate of a renowned Business School and I am starting my career holding all the cards. I invite those who can to continue to donate to give everyone the chance to follow a course that suits them." We are counting on your presence and your support at "Giving Tuesday" on December 1!

@ More information: <https://fondation.ieseg.fr>

THE GOOD NEWS KEEPS COMING

In the current climate, all positive news is good news! And there's good reason to be delighted with our School's latest international rankings: the IÉSEG Grande École programme is in 32nd place in the Financial Times world ranking of the best Masters in Management published in September 2020! IÉSEG is in seventh position among french business schools. Another source of pride is that in the latest QS World University Rankings (September 2020), IÉSEG is fourth worldwide in terms of diversity for its MSc in Finance, fifth french business school for its MSc in Big Data Analytics for Business, 26th across the world (on 93 programmes) for its MSc in Digital Marketing and CRM. Finally, the International MBA ranks third worldwide in terms of diversity and 25th in terms of return on investment. They are results that reward the involvement of the entire community!

CONFERENCE ROLLS ON



The year got off to a great start with an exciting and 100% digital conference on September 29 with an opportunity to listen to a prestigious guest...

The School welcomed Didier Gambart, Toyota Europe Vice-President, who gave a presentation entirely in English on the Group's "Beyond Zero (emissions) vision and strategy". It was a very topical subject which enabled Mr. Gambart to deliver his vision of the future of transport, the "sustainable development" strategy and the manufacturer's customer experience. These are the challenges of the future for a sector affected by the crisis, but which is continuing to reinvent itself.

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COUNT ON US



Credit: Barbara Grossmann

Have you thought of calling on our students' creativity, rigour and interpersonal skills in the coming months for your company's projects, in France and abroad?

These are the two options available:

. **internships** which take place throughout the year, for our Masters and third-year students (on a gap year). Lasting four to six months, they offer new opportunities for you and for them, in line with your company's strategy;

. **consulting missions**, carried out by our Masters degree students. Spread over six to eight months, starting whether in January or July, they can provide a new perspective on a challenge your company may be encountering. The mission is supervised throughout by both a professional and an academic point of contact.

Don't let the talent of our students pass you by and don't hesitate to discuss it within your company, especially for international assignments!

@ More information: [\(internships\)](mailto:stages@ieseg.fr) - [\(consulting missions\)](mailto:a.bied@ieseg.fr)



Credit: IESEG

A START TO THE YEAR LIKE NO OTHER



October marked the start of the new academic year for IESEG Executive Development degree programmes. A pivotal moment which lays the foundations for a year focused on working together...

Each programme (Executive MBA, Financial Management, Sales Management, Marketing) starts with the same ritual: a welcome day dedicated to team-building workshops. The aim of these workshops is to promote team spirit by developing a relationship of trust between the members of the year group. Its other aims are to understand the challenges of the training and the way it is structured and to find out about the educational environment and its resources, but also to get into the mindset of a trainee professional. There is no doubt that this starting point was a hit with all the new students by reminding them of the adage "alone, we go faster, together, we go further".

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A NEW COMMUNICATION STRATEGY

As part of a rethink of the School's branding, initiated at the end of 2018, with the aim of increasing the School's visibility and reputation both in France and abroad, IESEG recently launched a new communication strategy.

Teamwork

Led by the communications department, this overhaul also drew on the efforts of members of the IESEG community, who were delighted to be involved in such a project. "Its objective is to energise our identity and make us stand out by focusing on our vision, our mission, our strengths and what makes us different," said Head of Communication Manon Duhem.

Every detail counts

Focusing on identity, people and what makes the School unique, this new strategy is based on:

- . **assertive and aspirational hooks**, linked to an informative insert;
- . **dedicated iconography** for each target: institution, student, business/professional, etc. Each target has its own colour and filter, linked to a photo frame that truly puts people at the heart of communication;
- . **shapes** that embody the identity of our School, inspired by our logo.

Why not check out the new website so you can see these developments for yourself!

@ More information: www.ieseg.fr - m.duhem@ieseg.fr

IESEG IN FIGURES



Sometimes a few numbers are better than a long speech.
You can also see them in a video on the IESEG channel on YouTube.

6 100
students welcomed and
1,000 executives trained.

306
partner universities
in **75** countries
around the world.

11 000
alumni.

162
permanent
teaching
staff from
47 countries

2 500
partner companies.

100%
of the permanent
academic staff hold
a Phd/Doctorate.

3
international accredita-
tions: EQUIS, AACSB, AMBA.

3RD -ranked French management School in terms of general satisfaction of graduates (L'Etudiant-L'Express ranking, 2020).

See blue box opposite
for other rankings (page 4).



Credit: Les Petits Prédiges

CLÉMENTINE GRANET & CAMILLE BRÉGEAUT THE WONDERS OF COSMETICS

Forget the austere packaging of the beauty products in the organic section of your favourite shops! It's still possible to enjoy a little indulgence while taking care of your health and the planet. **Camille and Clémentine** (Grande École 2015) proved this when they created **Les Petits Prédiges** in 2017. It's a 100% natural cosmetics brand that has already won over hundreds of thousands of customers with its intoxicating scents and colourful designs. After reading this interview, you are bound to be won over too - that's if you haven't been already!

WHAT WAS THE STARTING POINT OF THIS WONDERFUL VENTURE?

The idea of working together had been going round in our heads for a long time, but first we wanted to build up some experience in the business to better understand the beauty market, gain legitimacy with future partners and build up a strong network. After three years in marketing at Estée Lauder (in Camille's case) and in purchasing at Birchbox and then Beauté Privée (in the case of Clémentine), we felt ready to launch ourselves as entrepreneurs: no loans, no children, no risks. We quickly came up with the idea of creating a cosmetics brand that we would be happy using ourselves. This is how Les Petits Prédiges came into being.

WHAT ARE THE KEY THINGS ABOUT YOUR BRAND?

Les Petits Prédiges is a cosmetics brand that is 100% natural and Made In France. We have created a range that is both green (with formulas that are 100% natural and without dyes, with ecological packaging) and sexy (with colourful designs, delicious scents and pleasant textures). We offer a multi-purpose balm (for face and body care, make-up removal, aftershave, beard

"WE FIND A VERY PARTICULAR KIND OF RIGOUR AND DYNAMISM IN IÉSEG GRADUATES WHICH MAKES THEM VERY DRIVEN AND READY TO TACKLE EVERYTHING".

balm, after-sun, etc.) and a vegan deodorant in a bio-degradable cardboard tube. We've had a great reception and we are still experiencing triple digit growth with only two products.

HOW DO YOU EXPLAIN THIS ENTHUSIASM?

Our customers share our values and the desire to make the change to a more responsible lifestyle, but not at the expense of the pleasure that comes from a beauty routine. We don't leave any detail to chance: the formulas, designs, perfume, communication, etc. It doesn't cost more to have lovely packaging and dreamy fragrances, so why deprive yourself?

YOU ARE NOT GOING TO STOP THERE: WHAT ARE YOUR PLANS?

We want to develop the essentials for a beauty and personal care routine and become a benchmark for this segment of the market in France and around the world. We also plan to launch new products in the coming months: a solid soap (with a guaranteed rich, foaming shower gel effect), a solid shampoo, a toothpaste and washable make-up remover pads as well as some other little surprises still in the pipeline...

HOW DID YOUR IÉSEG EDUCATION HELP YOU?

Apart from the training itself, we realise with hindsight and by recruiting trainees, that the School instills a certain way of thinking and behaving! We find a very particular type of rigour and dynamism in graduates, which makes them very driven and ready to tackle anything. We'll end with this advice: take the plunge and start your own business: only good things will come of it...

@ More information: hello@lespetitsprodiges.com
www.lespetitsprodiges.com



Credit: Simon Guillouin

HAROLD MOTTIN STRONG CONVICTIONS AND COMMON SENSE

"If you want something done right, do it yourself". Harold Mottin (Grande École 2012) had this in mind when he founded Valôme, his own brand of leather accessories. Not content with what was already available on the market, Harold, whose grandfather was a leatherworker, wanted to produce high-quality products made in France. It was a daring strategy and one consistent with values he has always believed in. He talked to IÉS! about the career choices that made him what he is today...

WHY DID YOU CHOOSE IÉSEG AFTER YOUR BACCALAURÉAT?

Mainly for its international dimension. The son of a friend of my parents had spent two semesters in Hong Kong as part of his studies at IÉSEG. I was fascinated by the idea of doing the same thing and immersing myself in a new culture and I joined the School with stars in my eyes. In the second year, I got my chance to travel to the destination I'd dreamed of for so long! But I still had to be ranked among the top students to get there...

HOW DID YOU DO IT?

It's simple: I locked myself in my room and did nothing but work for weeks. The effort paid off as I came second in my class year and was able to choose the university I wanted in Hong Kong. This experience remains forever imprinted on my memory. Three years later, during a finance internship and often on the move, I realised that when it came to carrying things around, there were few alternatives between a good old Eastpak rucksack and a luxurious Louis Vuitton. I told myself that there was a market there to be tapped.

A COMMON SENSE LEATHER GOODS MANUFACTURER

Valôme is a common sense leather goods manufacturer creating accessories designed for travel in France. With its urban, geometric and contrasting designs, its products are accompanied by a strong commitment to French craftsmanship. The company recently made a strategic shift focusing almost exclusively on B2B and is now called Monarque. Prestigious clients such as LVMH, Rolex and even Avène have already put their trust in the company to manufacture their tailor-made business gifts.

www.monarque-paris.com

WHAT MEMORIES DO YOU HAVE FROM YOUR FIVE YEARS OF STUDY?

Lessons were varied and of a high quality, but once again I must stress the international dimension of the School, which is its real strength, in my opinion. Going abroad, experiencing so many culture shocks and having to adapt to new customs changes you completely. This allowed me to have the right attitude when I started working in leather goods, an environment I didn't know much about and where I had so much to learn...

WHAT TIES HAVE YOU KEPT WITH IÉSEG TODAY?

I don't have enough contact with the School due to lack of time, but I intend to put this right in the coming months! I am proud to be able to offer my products each year in the IÉSEG Entrepreneurs Christmas catalogue (see p.2) and I particularly appreciate receiving mails from alumni in different fields. I always give them my special attention and make sure I chat to them about all kinds of exciting topics.

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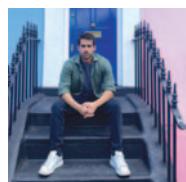


Milan, Paris and now London,
Giamarco La Pira is at home
in all the fashion capitals !

GIAMMARCO LA PIRA

LUXURY, A STATE OF MIND

Giamarco La Pira (MSc in Fashion Management 2018) first got a taste for fashion in his youth. Years later, his dreams came true when he joined a business sector renowned for its high standards. Today as Management Controller at Louis Vuitton in London, he reminds us that the luxury industry is about much more than just numbers...



Career path

Giamarco joined the luxury industry through a six-month internship at FENDI in Paris. There he honed his accounting skills and learned the finer points of working for a major fashion house. He then moved to London to join the headquarters of Alexander McQueen and took on new responsibilities in financial control. Since 2018, he has worked at Louis Vuitton as Management Controller.

WHEN DID YOUR PASSION FOR FASHION BEGIN?

I was immersed in fashion from a very young age because some of my family worked in the industry. In 2010, I moved to Milan and thanks to my relatives got an opportunity to see behind the scenes. I realised then that I wanted to make it my career. Another thing that influenced my decision was my passion for art and design in all its forms - two essential elements in this industry.

YOU DID AN MSC IN FASHION MANAGEMENT AT IÉSEG. WHAT DID IT TEACH YOU?

It gave me the most important thing of all: confirmation that I had chosen the right career. The programme is very varied, you study all parts of the sector (design, marketing, etc.) and the emphasis is very hands-on (visits to companies, exhibitions, stores, etc.) to discover new trends and success stories. At the end of the programme, I felt ready to embark on a fulfilling career with all the cards in my hands.

IT IS OFTEN SAID THAT THIS IS A PARTICULARLY DEMANDING, CLOSED SECTOR - UNLIKE ANY OTHER. WHAT DO YOU THINK?

Let's just say the pace is fast and no days are alike. If you like a challenge, if you are able to work under pressure and constantly push yourself, then fashion is for you! You meet lots of people and they are always a source of inspiration. You

shouldn't be afraid to start at the bottom and work your way up the ladder rung by rung: you are given a chance and it's up to you to prove yourself. Hard work pays off and it's something that is particularly rewarding and stimulating, as long as you enjoy the competitive atmosphere and are not a clock-watcher.

YOU ARE MANAGEMENT CONTROLLER AT LOUIS VUITTON LONDON. WHAT DOES YOUR JOB INVOLVE?

Together with my manager, I am responsible for managing reporting and forecasting activities, but also for evaluating the profitability of new initiatives and projects. You have to be able to analyse trends, have a global vision of the company and be proactive while following the group's guidelines. It's a numbers-based approach, but without a knowledge of fashion and its peculiarities, you will have no relevance in this business. This is what makes my daily life so full and exciting.

LONDON IS ONE OF THE FASHION CAPITALS OF THE WORLD. WHAT DO YOU PARTICULARLY LIKE ABOUT IT?

Its green spaces! The gardens, parks, the magnificent and extravagant wooded areas - no other megalopolis can compete. I love its history, its architecture, its museums, its multiculturalism. You can live here for years and experience different things every day. Travelling around the city is an endless adventure, there are so many new restaurants, shops, cafes and cultural

"THE CRISIS IS CREATING GREAT OPPORTUNITIES PROVIDED THAT AMBITIOUS, EVEN RADICAL STRATEGIES ARE ADOPTED. IT IS TIME TO THINK OUTSIDE THE BOX..."

places springing up every week. Personally, I like to play sports, stroll along the Thames, visit Tate Modern or Tate Britain and eat out with my friends. Once a month, I like to get away to travel across Europe or to visit my fellow IÉSEG alumni

THE COVID CRISIS HAS ROCKED THE WORLD AND IS FORCING ALL SECTORS TO RETHINK THEIR ECONOMIC AND SOCIAL MODEL. WHAT ABOUT LOUIS VUITTON?

The company has been able to adapt quickly to this unprecedented situation and our group immediately organised itself to support collective efforts to fight the virus. Louis Vuitton's priority is the health and safety of its employees and customers. There's also been a lot of collective action to support health authorities and medical staff. In this respect, our teams have shown that excellence, resilience and creativity make it possible to emerge stronger from such an ordeal. At Louis Vuitton, we have implemented measures to cut our costs and accelerate the growth of online sales. More than ever, we are now driven by a long-term vision, a deep sense of responsibility and a strong commitment to environmental protection, inclusion and solidarity.

ON A MORE PERSONAL LEVEL, HOW DO YOU SEE THE FUTURE OF THIS INDUSTRY?

According to analysis by the consulting firm McKinsey, the sector's revenues

will fall on average by 30% in 2020, but is expected to grow by between 2% and 4% the following year. Luxury is not being spared, but I am convinced that the customers will always look for timeless and high-quality products. To cope with the pandemic and adapt to changes in consumption, companies need to introduce new tools and make the leap to digital by putting proper resources into it.

WHAT DO YOU MEAN BY THAT?

The luxury industry is going through an unprecedented upheaval. The crisis has already accelerated the decline of businesses which were struggling before the pandemic. This will inevitably lead to huge waves of consolidations, mergers and acquisitions, but also bankruptcies. It is up to each of us to identify the opportunities to reinvent ourselves and develop new business models. For me, this means looking at innovation, digital technology and sustainable development in the broad sense. These strategies are being prepared now and must be ambitious, even radical. It's time to think outside the box...

WHAT ADVICE WOULD YOU GIVE TO READERS WHO WANT TO WORK IN THIS SECTOR?

You have to want to improve constantly, to be curious about everything - not just fashion, you have to love to study and to learn. This is a very competitive industry and you need to bring real added value to differentiate yourself from others. But it's worth the effort: I am someone who believes that effort always pay off!

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LAURE RUDLOFF: A HEAD START



Credit: Oxfordmail.co.uk

By joining UNIQLO, the famous Japanese clothing brand, Laure Rudloff (Grande École 2013) made a winning move, bringing her responsibility and exciting challenges immediately after finishing her degree. She talks to us about the experience.

HOW DID YOUR CAREER BEGIN?

I joined UNIQLO London after my studies as part of their Graduate Programme. I already knew the brand; it was not the world of fashion and textiles that tempted me to join it, but the opportunities it offered. In another company, it would have taken me years to reach a management position. Not at UNIQLO, whose rapid expansion has led to opportunities in this area. A year after joining the Graduate Programme, I was already managing the brand's boutiques! Human resources, accounting, finance, logistics, merchandising: we touch on everything and each decision has an impact on results. I then moved on to become an "Area Manager" and discovered the challenges of European business and new customer expectations. We realised the challenges that lay ahead and I was the natural choice to take over the management of the Omni Channel department for Europe.

WHAT DOES YOUR JOB INVOLVE?

Consumers' habits are constantly changing and take many different forms, whether it's to get in touch with the brand or to purchase an item. My role is to provide them with a seamless, easy and enjoyable experience, whether in-store physically or online. And while the internet offers speed and flexibility, it's more difficult to convey our values or to show emotion. This is the whole point of my job.

WHAT EFFECT HAS THE COVID-19 CRISIS HAD ON PROJECTS AND DAILY LIFE AT UNIQLO?

It has had a real impact on the entire textile industry. During the lockdown, spending that was deemed unnecessary was drastically reduced and shoppers' needs changed: we saw a surge in sales of comfortable indoor clothing. Since the lockdown was lifted, we have seen much more online traffic and lower footfall in some stores, especially in business districts. Online habits have also changed as the time spent in store is reduced to a minimum: customers no longer browse, they come in knowing what they want and prefer to avoid contact with other people. Our challenge for the near future therefore will be to put in place measures to take this into account while offering the best possible experience. I certainly won't be twiddling my thumbs in the months to come...

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EMMA WALLAERT

CHIC AND ETHICAL TRAVEL

Designing the perfect luggage for living, loving and travelling: that's the idea behind **Maison Jeanne**, developed by **Emma Goillandeau Wallaert** (Grande École 1998). After a busy start to her career in marketing and sales, she chose to set up a business that chimed with her own aspirations and beliefs: a brand that values local artisans, eco-designed materials and good causes for businesswomen in tune with the times. And the word that best sums up her typical day? It's balance...

Credit: Emma Wallaert et Charlotte Valade



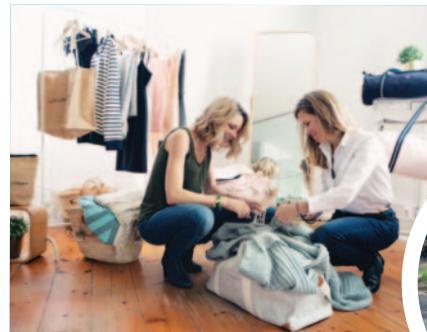
LISTENING TO HER NEEDS

Since graduating from IÉSEG in 1998, Emma has had a busy career punctuated by many trips away. Constantly hopping on and off planes, she packed and unpacked her suitcase several times a week. In 2013 she moved to Lisbon with her husband (Nicolas Wallaert - Grande École 1995) for his new job and took advantage of this expat posting to start a new business of her own: a line of clothes and travel accessories that provide the essentials for a two-day trip.

Maison Jeanne - inspired by the name of both her grandmothers - was created in 2016. Focusing on Portuguese textile *savoir-faire*, quality and eco-designed materials, the brand has already won over many customers across France, particularly in the North where she now lives.

Keen to support women with cancer in her own way, Emma (who has herself been affected by the disease), along with her business partner Sandra, support the French cancer charity *La Ligue contre le Cancer* by making a donation with the sale of each product.

www.maisonjeanne.com



7.30AM

I start with an hour-long wellness routine, essential for my health and balance. 30 minutes of running or walking along the Tajo, if I'm in Lisbon, or at the Citadel in Lille, listening to a podcast about inspiring entrepreneurs, followed by time out for meditation. I spend these moments with my husband as often as I can - the notion of sharing is essential to us.

9.00AM

Coffee and a quick breakfast, interspersed with a few important calls before starting the day. An hour later, it's time to Skype with Sandra, my partner, who works and lives in Lisbon. We complement one another and cover all bases: production, quotes, marketing, sales, administration, events, etc. There's never a dull moment!

1PM

I use lunch to chat and meet friends or people from my network. When you work alone, you have fewer contacts than in a business. I need to stay connected to stimulate myself intellectually and discuss my problems with other business heads.

2PM

The afternoons are devoted to meetings with customers and partners. I particularly like going to meetings at the workshops and manufacturing sites in Porto and Lisbon. We have recently developed a network of distributors and I think it's essential to visit the shops to understand their needs and to support them (with merchandising, customer returns, etc.). When I have no meetings planned, it allows me to work on our social networking sites : they create a special direct link with our customers and develop a wonderful, committed community of loyal customers.

4PM

When I'm not travelling, I manage the orders on our website: preparing the parcels and writing personalised notes to make sure we provide a lovely experience to our customers is very important to us. For the moment, logistics are handled internally, at my office in Lille. The parcels are then sent by post or by a delivery company. I prefer walking, cycling and public transport whenever I have the chance.

6PM

This is the time the children get home. I spend time with them, help with their homework and take them to rugby. I wasn't able to do that when I worked for a company...

8PM

After a last few exchanges with clients, mainly via Instagram, I join my husband for a quiet evening with the family. We cook dinner or go out to eat in the city. This is also the time when we plan our next weekend away, always well-equipped by Maison Jeanne, of course!

10PM

I put down my phone and disconnect! I watch a series or film, read (novels and personal development books), or meditate to ensure I get restful sleep. I need to be in good shape the next day. Entrepreneurship requires a huge amount of energy and I make sure I take care of my health. Waking up feeling so happy to work on a meaningful project that fits in with my values is a precious gift that I savour more and more with each day that passes...

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Credit: Louis Baudelot

Louis Baudelot in front of Hermès headquarter.

LOUIS BAUDELOT BEHIND THE SCENES IN LUXURY

Perseverance and humility are what lie at the heart of [Louis Baudelot's](#) story (Grande École 2013). He lost no time in picking up again on his studies and then trying his luck abroad to get into a sector he had first experienced during a sales internship. He talked to us about a packed career built up through determination and resilience.



Career path

After graduating, Louis signed a full-time contract for a Supply Chain position with a French company. In his very first hour of work, the head of human resources called him and told him... that his contract was cancelled. He decided to change direction and reorient himself towards an area that had attracted him for a long time by joining the Master 2 Luxury Management at Paris Dauphine University. It's a choice that paid off because after three years spent in Asia working for various luxury brands, he recently returned to France to work for [Maison Hermès](#).

WHAT DOES LUXURY MEAN TO YOU?

It's becoming more and more linked to a special experience related to well-being, the senses and ethics. Everyone has their own definition (whether its time, freedom, or even a python-skin bag with a fancy logo...), but for me, it's above all about humility, people and hard work. Luxury must be at the service of the customer and have a precise purpose, a clear function, a true *savoir-faire* which respects craftsmanship and the environment.

WHAT DID YOU LEARN FROM YOUR MASTERS 2 IN LUXURY MANAGEMENT AT PARIS DAUPHINE?

It enabled me to gain a foothold in the world of work (with an apprenticeship contract) and to be taken more seriously by recruiters. There are also courses led by lecturers who work in the luxury industry and represent a network of experts and contacts to talk to about trends and opportunities. In the end, this Masters perfectly complemented my IÉSEG training and opened the door to the international market for me.

WHAT DID YOU GET FROM YOUR THREE YEARS ABROAD?

Working internationally throws you in at the deep end with a wide range of challenges that require you to roll up your sleeves and get your hands dirty. It is the straightforward operational matters that require agility, humility and adaptability since you continue to be an ambassador for the values of your company while needing to respect local customs and ways of working.

ON YOUR RETURN FROM SINGAPORE, YOU USED IÉSEG NETWORK COACHING TO TAKE STOCK OF YOUR SITUATION. HOW DID THESE SESSIONS WITH ELIZABETH HELP YOU?

I had left Asia and LVMH a few months earlier and I wanted to take stock of the previous three years and think about what I wanted to do next. The coaching sessions with Elizabeth Toucas enabled me to deepen my knowledge of myself in terms of my strengths, aspirations and unique abilities. It was about understanding what had prompted me to choose a life abroad, an experience that was both fascinating and at the same time stressful. It's important to ask yourself the right questions before taking the plunge again. As a result of the coaching, new career goals emerged. Since then, I have joined [Maison Hermès](#) as Financial Controller.

WHICH ADVICE WOULD YOU GIVE TO READERS WHO WANT TO FOLLOW IN YOUR FOOTSTEPS AND WORK IN THE LUXURY SECTOR?

Behind the dream you see in the boutique is the need to get results. The glitter is only for the customers. The employees and craftspeople are working for customers: this is what must motivate you! Finally, the most important thing for me is to be able to flourish in an environment. Luxury is not an end in itself. Perseverance, hard work and consistency, combined with your own values, will lead to the right opportunity...

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GWARLANN DE KERVILER PASSION AND EMOTION

Fascinating, demanding, impenetrable, innovative... few business sectors have so many words written about them and excite such contradictory emotions as the luxury industry. However, behind the glitter and the huge financial stakes you'll find impassioned men and women, ancestral knowledge and a certain concept of good taste. [Gwarlann de Kerviler](#), Director of the IÉSEG Department of Marketing and Sales, talks to us about the challenges and special characteristics of a world that is difficult to pin down...

WHAT SETS THE LUXURY SECTOR APART FROM OTHER BUSINESSES?

It's to do with the idea of excellence and high expectations in terms of quality, originality and creativity which confer a superiority on goods or services. The challenge for brands in this industry is to harness human expertise and an outstanding heritage, while constantly reinventing themselves. The human component is essential: the craftsmen involved in the industry are doing far more than merely meeting a need - they offer an extra dimension much sought after by consumers. Brands can also draw on a country's historical and cultural heritage (the arts, literature, gastronomy, etc.) to create unique objects and experiences. Basically, luxury is first and foremost a tale of passion and emotion...

WHAT ROLE DOES MARKETING PLAY IN TRANSMITTING THIS PASSION AND EMOTION?

It's absolutely fundamental since it helps the customer fully appreciate what the brand is offering. It's about informing people, helping them understand and making them love the details of what the brand represents and understand its worth. Marketing, for example, enables us to better understand the quality of the materials, craftsmanship, historical and cultural roots and even design. It's a way of educating customers and developing their skill when it comes to appreciating

"OUR STUDENTS ALL HAVE THEIR PLACE IN THE DEMANDING LUXURY INDUSTRY THANKS TO THEIR SKILLS AND RESSOURCES".

all the nuances of a product or service. In this context, picking the right communication channel is one of the key factors for success.

WHAT ARE THE LATEST TRENDS IN THIS RESPECT?

Customers are increasingly young and connected to the internet; social media therefore plays a central role in the strategy of luxury houses. In my article published on the Harvard Business Review* website, I emphasise the role of influencers who are the vehicle of choice when it comes to attracting and inspiring large audiences with their style and personalities. However, it's important to ensure that their positioning is consistent with the image and values of the brand.

IS THERE A PLACE FOR OUR STUDENTS IN THIS INDUSTRY?

More than ever! They have particular skills and resources that are sought after by brands, starting with their global reach. They are confronted with a variety of cultures and so develop the capacity for innovation and creativity which is essential in this sector. They also possess the strong values of the School itself, in particular solidarity, responsibility and commitment, which are very much part of the luxury industry. Our graduates make excellent marketing directors who bring a new vision and give meaning to the consumption of luxury goods.

To go further we have created a unique programme, the MSc in Fashion Management, in partnership with the Istituto Marangoni. It offers a unique opportunity to train in Fashion and Luxury Management in preparation for an exciting international career (see the interview with Giammarco La Pira on p.8).



Credit: Barbara Grossmann



Career path

Graduated from ESSEC in 1999, **Gwarlann de Kerviler** gained an MBA from Harvard Business School in 2007 and a PhD from Paris Dauphine University in 2013 and began her career as a Marketing Manager in France and in the United States. She then turned to teaching and research after completing a thesis at Paris Dauphine.

Currently Associate Professor and Director of the IÉSEG Department of Marketing and Sales, she has three main areas of responsibility: academic research, teaching and team management.

Credit: IÉSEG



WHAT ARE THE KEY QUALITIES TO THRIVE IN THIS VERY DEMANDING INDUSTRY?

You have to be passionate about it, demanding, rigorous, have a great attention to detail and know the businesses involved and how they operate. In short you have to excel in all fields. You also need to be able to understand the customers, their tastes and desires, but also to detect emerging trends so you are always one step ahead.

IS IT STILL POSSIBLE TO SET UP YOUR OWN LUXURY BUSINESS?

The luxury sector requires significant investment to ensure superior production quality: the highest quality raw materials, meticulous production processes, research and development, human resources, high-end distribution, etc. Trying to compete with that is as difficult as it is risky. New businesses have found a way of doing it: they are adopting a digital strategy which makes it easier to reach the consumer without a large team or an excessively complicated distribution chain. The DNVBs (Digital Native Vertical Brands) rely on small quantities, technological innovation, control of the value chain which allow them to eliminate intermediaries and a direct relationship with their customers, thanks in particular to social media.

WHAT IMPACT HAS THE CORONAVIRUS CRISIS HAD ON THE SECTOR?

Two trends have emerged from this health crisis: a desire for meaning in what we buy and a need for ethical commitment on the part of brands. This search for meaning takes into account history, heritage and expertise and luxury houses must place more emphasis on them to make consumers want to buy a product or service. Guarantees related to environmental protection and CSR are another essential element. Companies in this sector can play another winning card by highlighting their ethics in relation to the trend for "less but better". Luxury must promote traceability, respect for local expertise, the choice of natural materials and craftsmanship.

HOW CAN BRANDS MAKE THEIR MARK?

At a time when gatherings and possibilities for socialising are limited, consumers like the fact that they create a forum for discussion and opportunities for getting together. Visiting workshops, interacting with designers, learning how to use their products, seeing behind the scenes and the world of the brand... there are so many opportunities to convey emotion and create social links which is so essential at the current time...

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* How Brands Can Build Successful Relationships with Influencers - Alice Audrezet & Gwarlann de Kerviler (Avril 2019)

OUR GRADUATES ARE ON THE MOVE!

There are some new jobs our graduates have moved into over the last few months. Congratulations to all of them!



AGATHE MONPAYS (GRANDE ÉCOLE 2016) is the new shop Director of Leroy Merlin in Tourcoing.



LAURENT PRINGAULT (GRANDE ÉCOLE 1994) was named Director of Companies at LCL Nord Ouest.



CHRISTOPHE CATOIR (GRANDE ÉCOLE 1995) becomes Global President of the Adecco Brand from January 2021.



SANDRINE LEMAN-D'HEM (GRANDE ÉCOLE 1993) has been Director General at CFC Solutions since September 2020.



FRANÇOIS DESMAZIÈRE (GRANDE ÉCOLE 1989) is now Director of Development at Bouygues Immobilier.



MAXIME ABARNOU (GRANDE ÉCOLE 2008) has been promoted to Director Head of Internal Audit at Credit Suisse.



ALEXANDRA GUY (GRANDE ÉCOLE 2013) has been Sales Manager at Alstom Berlin since June 2020.

SOCIAL MEDIA: FOLLOW US!

To ensure you don't miss any IÉSEG Network news between two issues of IÉS! see our social media: LinkedIn, Facebook, Twitter and Instagram **@iesegnetwork**

BIRTHS AND WEDDINGS

It's good to share all our graduates' great moments, send them to L.noel@ieseg.fr. You'll get a little surprise from us!

BIRTHS

Grande École 2002 – Zita, daughter of Charlotte Bouton and Edouard Baijot, born June 8, 2020.

Grande École 2002 – Pablo, son of Valérie Honoré and Antoine Perruchot, born February 23, 2020.

Grande École 2003 – Astrid, daughter of Tanguy Desmarquest and his companion Lucia, born April 15, 2020.

Grande École 2004/2005 – Emma, daughter of Olivia Thongsene and Alexandre Delemotte, born May 21, 2019.

Grande École 2006 – Martin and Oscar, sons of Marie Deletoille and Edward Mackay, born February 20, 2020.

Grande École 2008/2009 – Isaura, daughter of Marion Sliwa and Edouard Plat, born December 22, 2019.

Grande École 2009 – Elena and Gabin, Pauline Decourtry and Gaëtan Rabier's twins, born December 16, 2019.

Grande École 2009 – Léopold and Augustin, sons of Charlotte Curis, born January 28, 2020.

Grande École 2009 – Arthur, son of Clotilde Buriez and Ludovic Clerc, born June 15, 2020.

Grande École 2011 – Juliette, daughter of Caroline Werny and Clément Vey, born May 21, 2020.

Grande École 2012 – Noé, son of Agathe Collache and Matthieu Mouton, born January 19, 2020.

Grande École 2013/2015 – Charlotte, daughter of Auriane Fourrier and Nicolas Samaille, born December 21, 2019.

WEDDINGS AND CIVIL PARTNERSHIPS

Grande École 2019 – Marie-Hortense Carti and Chris Lewis, August 22, 2020.

Grande École 2018 – Juliette Camus and David Montens, June 30, 2020.



Chloé, daughter of Théodora Cocozza (Grande École 2009) and her companion Cédric.

A BREATH OF FRESH AIR



Credit: Grégory Chris Misandeau

We were on tenterhooks right up until the end, but eventually the IÉSEG Alumni Forever evening was able to take place on September 18 at the Théâtre du Renard. Here's what happened:

"In view of the unprecedented health crisis, it was important to find the right balance between safety and conviviality" said Laëtitia Dugrain Noël, IÉSEG Network director. "We wanted to avoid cancelling one of the highlights of the year but without taking any risks." Adaptability and creativity were the key words for the 2020 event: our network offered a VIP evening show with Patrick Chanfray followed by a breathtaking performance by Gus Illusionnist (Augustin Petit - Grande École 2012). It was a real breath of fresh air during this difficult period for the hundred or so graduates who attended. It's good to laugh and let your hair down, even when wearing a mask..."

@ More pictures: www.ieseg-network.com/media_center

A LONG-AWAITED REUNION



Credit: Aurélie Lehman

There are some good times that never disappoint: on July 4 in Hong Kong, 31 graduates experienced a day that will remain etched on their memories for a long time to come.

Aurélie Lehman (Grande École 2012) and Marie Jollant (Grande École 2015) took advantage of the end of lockdown to organise a reunion after several weeks of isolation. Nothing was left to chance for the occasion, especially the location: on a junk, or traditional Asian sailboat, in the beautiful setting of the Hong Kong bay. On the programme: wine, cheese, a rotisserie, laughter, anecdotes and good times. "How fabulous to enjoy such an experience after weeks confined to the house," said Aurélie. Stanislas Lehman (Grande École 2012) agreed: "Spending a day on this boat did us a lot of good and allowed us to forget the crisis for a while." We can't wait for the next meeting!

@ More information: www.ieseg-network.com/topics

"HELLO? HELLO, IT'S MAËLYS..."



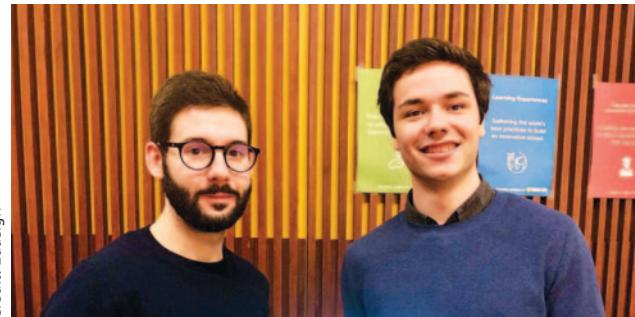
Credit: IÉSEG Network

IÉSEG Network's *raison d'être* is to offer you ever more relevant and carefully targeted services. We tried a new approach with the help of Masters student Maëlys Dubé.

She lent a hand to the Network between July and September, by calling you on the phone! A more direct and personal approach than an anonymous email. The goal? To make sure your contact details are updated on our database and avoid mail being returned to sender because of incorrect addresses. It's perhaps thanks to her that you received this issue of IÉS! Remember to log into your profile on www.ieseg-network.com, especially if you've recently moved house or changed jobs. It only takes a few seconds and allows us to keep in touch with you - which is so important in these times of social distancing. Thanks again to Maëlys for her time and help!

@ Update your profile: www.ieseg-network.com/me/show

A WELL-DESERVED PRIZE



Credit: Edusign

It was an unusual solution for an unusual situation: the 2020 Entrepreneur's Award was held in virtual format on May 5. The great ideas and talent, however, were very real!

The six finalists appeared one after the other in front of the members of the jury, to show off their original ideas and added value. In the end the award was won by the start-up Edusign. Imagine being able to sign in to signify your attendance in just a few seconds on your laptop or computer, without having to worry about loss or fraud! The company offers five signature modes to the hundreds of customers who are already using this innovative solution. There is no doubt that this is a growth area, driven by the demand for remote entry linked to Covid-19. This cool concept was developed by two students from our Masters in Digital Marketing and Innovation, Dylan Teixeira and Elliot Boucher, along with Grégoire Chantegrel. Congratulations to them and good luck for the future!

@More information: www.edusign.fr

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