

SMCP

SANDRO, MAJE, CLAUDIE PIERLOT



Isabelle Guichot joins SMCP as CEO of Maje

[Paris, September 5] 2017 - SMCP is pleased to announce the appointment of Isabelle Guichot as CEO of Maje, effective September 18, 2017. She will also be a member of SMCP Group's Executive Committee.

Isabelle Guichot joins SMCP after extensive experience in the luxury sector having led several prestigious maisons in international groups such as Kering or Richemont. Since 2007, she has been President and CEO of Balenciaga, which, under her leadership, experienced strong international development. Previously, Isabelle Guichot had also been CEO of Van Cleef & Arpels, Lancel and Sergio Rossi. She is also an independent board member at the company Chargeurs S.A.

She will succeed Sylvie Colin who, for more than three years, has made a significant contribution to Maje's development in France and around the world.

Daniel Lalonde, President & CEO of the SMCP Group stated: "We are very pleased to welcome Isabelle to the Group to take the leadership of Maje. I am convinced that her rich experience in luxury will be an accelerator for the growth and international desirability of Maje. Her arrival reinforces our ambition to spread Parisian chic across the world".

Isabelle Guichot declared: "I am looking forward to joining SMCP to lead the maison Maje and to take part in this exceptional entrepreneurial adventure. It is also a great pleasure for me to be able to work alongside Judith Milgrom who founded this superb brand and continues writing its future with talent and creativity."

About SMCP

SMCP is a global leading company in the global apparel and accessories market with three distinct contemporary Parisian fashion brands, Sandro, Maje and Claudie Pierlot. SMCP brands are present in more than 1200 points of sales in 36 countries. Evelyne Chetrite and Judith Milgrom founded Sandro and Maje in Paris, in 1984 and 1998 respectively and continue to provide creative direction for the brands. Claudie Pierlot was also founded in 1984 by Madame Claudie Pierlot, and acquired by the Group in 2009.
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