

Jean-Marc Gaucher

PRESIDENT OF REPETTO



In 1999, Jean Marc Gaucher, the ex-CEO of [Reebok France](#), took over the management responsibilities at Repetto, a company in decline. He acquired the company and changed its target market to the luxury sector. He turned the family run company into an international brand, creating limited editions and, in particular, signing [partnerships with a number of labels](#) such as [Yohji Yamamoto](#) in 2002, and [Comme des Garçons](#) in 2004. The Repetto label repositioned itself as a reference not only in the world of dance and ballet slippers, but also in the production of town shoes. Mr Gaucher comes to the MMMM to talk about his career and share his knowledge, skills and know-how, in a series of conferences for the Fashion Masters Degree students.