

Roger Villeneuve

SALES MAMAGER AT FLAG SHIPS



Roger Villeneuve manages the Flag Ships - Galeries Lafayette Business Unit, and is always looking for new talent. He considers the Maison de la Formation and the Masters Degree which is associated to it, as being fundamental. From 1988 to 1995, he supported the development of young talent alongside Maryline Bellieud-Vigouroux. Without any other training than what they had experienced in the field, these designers have created companies which are really quite industrial in terms of size. The university education and training provided them with a real base and the concrete skills which have allowed them to launch their activities in very competitive markets. « This syllabus has the advantage of bringing together people who are passionate, but who start with a solid base ». The major retail outlets like Galeries Lafayette play a

fundamental role in the development of these local brands and labels. Perhaps in Marseilles more than anywhere else, they are aware of what they can achieve to their benefit. This major retailer/department store has fashion observatories which detect the major fashion trends in each town and city.

Roger Villeneuve organises the course as a series of conferences. He presents the Flag Ship model; then a second conference is run by Catherine Hieret who is a Marketing Manager; the third presents the different crafts, trades and sectors used by the Galeries Lafayette.