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A Graduate from the Tours-Poitiers École Supérieure de Commerce et de Management Business School, with a Post Graduate DESS [diplôme d'études supérieures spécialisées-Bac +5] in Economics from Paris I University - Panthéon-Sorbonne, Nathalie Gennérat is now a lecturer at the Economic Observatory of the French Fashion Institute [IFM] in International Market Surveys of Fashion and the Internet, and Lingerie.

She has made a number of sectorial studies on women's ready-to-wear markets, lingerie, as well as furnishing fabrics. She monitors the evolution of international fashion markets, and the development of the Internet in the Textile-Fashion sector.

Since the beginning of the academic year in 2014, she acts as an External Professional, in partnership with the Maison Mode Méditerranée (MMM), for the students on the Masters 1 Degree course, giving a 3 hour lecture analysing the evolution of consumption in the major European markets and the online fashion market

in France.