

PROLOGUE

FOCUS ON ORGANIZATION

FOCUS ON PEOPLE

FOCUS ON INFRASTRUCTURE

TOOLS



# WHY THIS BOOK?

The weight of business within XXL boutiques is expanding not only for now but for the years to come. Our challenge is to run those boutiques as Luxury Fashion Boutiques:

- reinforcing the personalized service to our clients
- relying on our talents to maximize the Chanel difference on the floor from Front of House to Back of House
- acting «small» even in those large boutiques, staying close to our team and clients, cultivating our specific «human touch»
- engaging and developing our teams on a long term basis.

Each XXL Boutique highly contributes, in its own way, to reinforce the Chanel difference.

While complexity is increasing, this contribution implies many specifics challenges and stakes. You can use this book if you are involved in the opening of an XXL Boutique or if you run a boutique,

not necessarily an XXL, since XXL recommendations can apply to any boutique.

In the first case, this book will help you to have a global approach, to ask you all the right questions and to ease your decision making thanks to the best practices coming from all the regions.

In the second case, it will be useful to challenge your current practices and to think differently to optimize the boutique organization, to offer the best service to clients, and to develop our talents. We all have to keep this tool alive, that is why we are counting on your feedback and we will update the book on a regular basis.

We wish you will consider this book as a useful tool to share your experiences with the other retail teams and a great opportunity to build a strong XXL network to continue to create together what make CHANEL unique.

OVER  
**50** M€ OR M\$

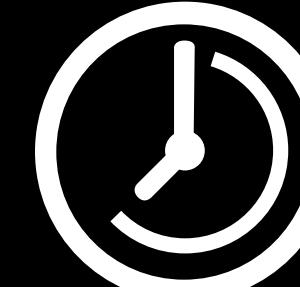
OVER  
**500** SQM

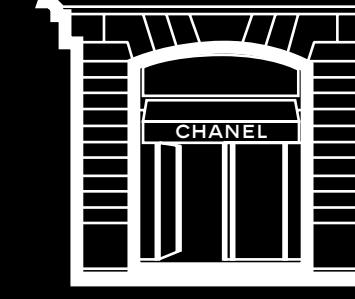
**3** MINIMUM FLOOR

 **MULTI SHIFT**

TRAFFIC  
**1000** PEOPLE/DAY

OVER  
**50** PEOPLE

 **EXTENDED OPENING HOURS**

 **STAND ALONE  
OR IN DPT STORE**

