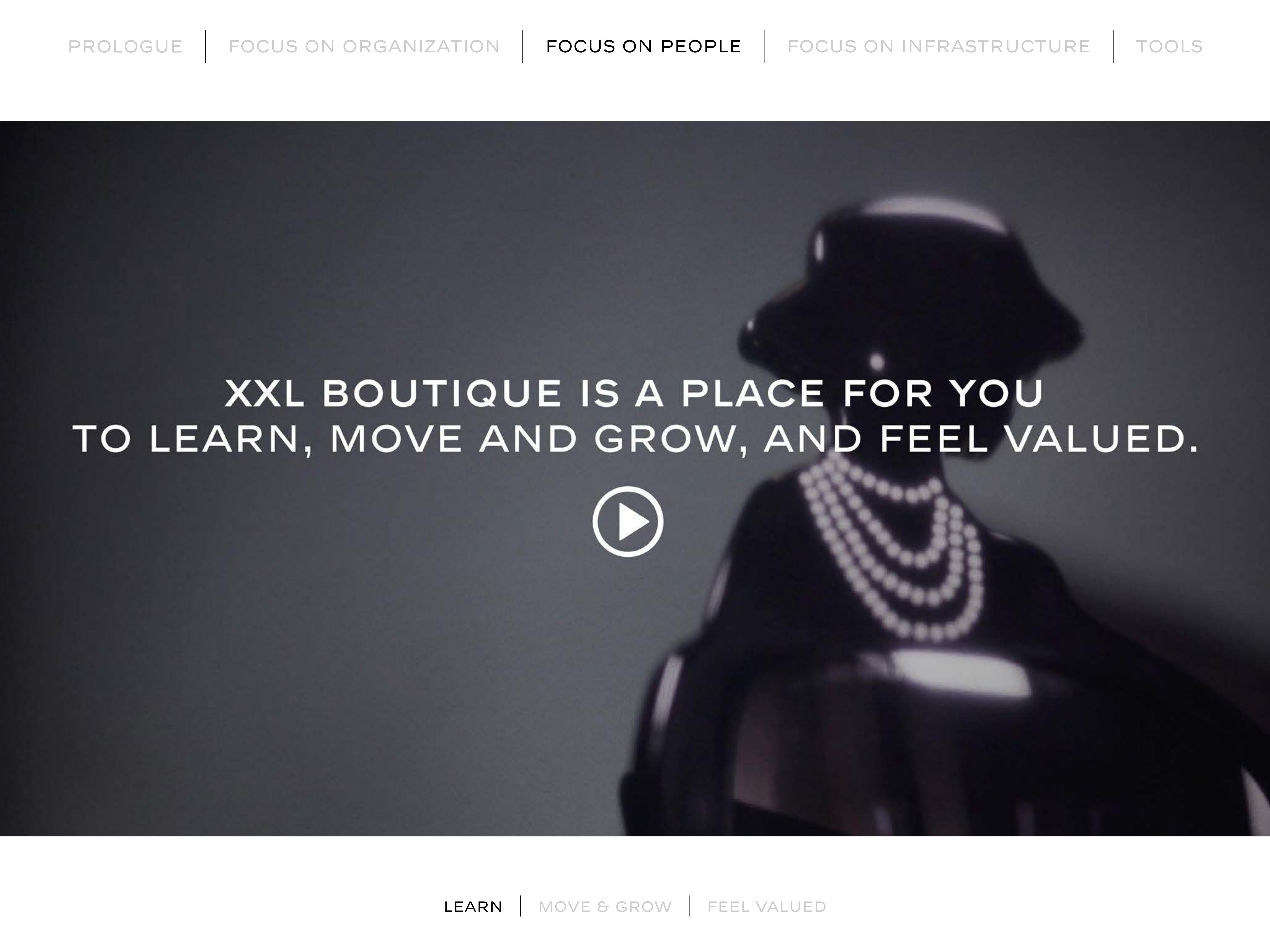


# GREAT PLACE TO GROW

HOW TO ENGAGE AND DEVELOP  
YOUR STAFF ON A LONG TERM BASIS  
AND MAXIMIZING THE CHANEL DIFFERENCE  
ON THE FLOOR IN YOUR BOUTIQUE?

A black and white photograph of a person's profile, facing right. The person is wearing a dark suit jacket over a light-colored shirt and a dark tie. A large, semi-transparent white play button icon is overlaid on the image, centered on the person's chest. The background is dark and out of focus.

**XXL BOUTIQUE IS A PLACE FOR YOU  
TO LEARN, MOVE AND GROW, AND FEEL VALUED.**



## TRAINING EXAMPLES

TO EQUIP XXL HEAD OF BOUTIQUE  
AND DEPUTY HEAD OF BOUTIQUE

OUR LEARNING AND DEVELOPMENT PHILOSOPHY IS BASED ON USES VARIOUS DIMENSIONS AND MULTI-FACETED TRAINING & DEVELOPMENT APPROACH. WE ARE FOCUSING PARTICULARLY IN THE FOLLOWING KEY AREAS:

→ IMAGE AND BRAND

Help understand and drive the importance of image, refinement & sophistication

→ LEADERSHIP AND MANAGEMENT

Define leadership for Chanel

Build specific leadership capabilities: empathy, caring, being a role model, coaching and motivating....

→ CLIENT EXPERIENCE

How to champion customer engagement

Build the Chanel difference on boutique floor

→ BUSINESS DEVELOPMENT.

Understanding fashion business

Consolidating business partnerships retail & fashion & corporate



# EUROPE

## ENTER THE CHANEL HOUSE ON BOARDING



	1ST YEAR	
	N	N-1
IMAGE / BRAND	Individual onboarding + Imagine + Retail Excellence	Individual onboarding + Imagine + Retail Excellence
LEADERSHIP	Boutique manager Semainare (Cap conseil)	Assistant boutique manager Seminar (Cap Conseil)
CLIENT EXPERIENCE	Ecole de Mode - Client Experience	Ecole de Mode - Client Experience
BUSINESS DEVELOPMENT	Fashion Days Grand Amphi meetings	Fashion Days Grand Amphi meetings

# EUROPE

MASTER YOUR SKILLS & DEEPEN YOUR EXPERTISE

	STEP 1		STEP 2	
	N	N-1	N	N-1
IMAGE / BRAND			Ecole de Mode (Experts: le Tweed / le Cuir...)	Ecole de Mode (Experts: le Tweed / le Cuir...)
LEADERSHIP	BM Seminar Step 2	Management Workshops + Individual Coaching	CO Dev (TBD) Mentoring Leadership journey + Individual Coaching	Management Workshop (TBD) + Individual Coaching
CLIENT EXPERIENCE	Coaching with team (Ex: Methodos - Italy - Benelx)	Coaching with team (Ex: Methodos - Italy - Benelx)	TBD Ecole de Mode	
BUSINESS DEVELOPMENT			Exposure to Projects (Multi devices/ Peps/ XXL...)	Exposure to Projects (Multi devices/ Peps/ XXL...)

# CG & APAC

## ENTER THE CHANEL HOUSE ON BOARDING



	1ST YEAR	
	N	N-1
IMAGE / BRAND	Imagine CHANEL Global Retail Excellence Global Personal Refinement I	
LEADERSHIP	People Leadership at Chanel Performance Management Competency-Based Selection Carreer Conversations in Chanel	
CLIENT EXPERIENCE	To Come	
BUSINESS DEVELOPMENT		

# CG & APAC

MASTER YOUR SKILLS & DEEPEN YOUR EXPERTISE

	STEP 1		STEP 2	
	N	N-1	N	N-1
IMAGE / BRAND	Personal Refinement II (styling & lifestyle) Fashion Talks ? Personal Effectiveness			
LEADERSHIP.	Inspirational People Leadership 1. Next Stage 2. Finding your voice 3. Inspiring Other Voices 4. Setting the Stage		“Leadership Style” Coaching on Retail Floor	
CLIENT EXPERIENCE			Communication & Presentation Skills	
BUSINESS DEVELOPMENT	Retail Management Program 1. Retail Operations in an Ultimate Luxury Environment + KPIs 2. Understanding Client Relations Management 3. Brand / Image 4. Merchandising			



# USA

## ENTER THE CHANEL HOUSE ON BOARDING

	1ST YEAR	
	N	N-1
IMAGE / BRAND	Imagine Chanel + Retail Excellence	Imagine Chanel
LEADERSHIP	Annual Boutique Director Meeting	
CLIENT EXPERIENCE	Client Service Values + Petite Onboarding + Chanel Experience 1	Client Service Values + Petite Onboarding + Chanel Experience 1
BUSINESS DEVELOPMENT	My Chanel Essentials1	My Chanel Essentials1

# USA

## MASTER YOUR SKILLS & DEEPEN YOUR EXPERTISE

	STEP 1		STEP 2	
	N	N-1	N	N-1
IMAGE / BRAND		Retail Excellence		
LEADERSHIP	Annual Boutique Director Meeting		Annual Boutique Director Meeting	
CLIENT EXPERIENCE	Chanel Experience 2	Chanel Experience 2		
BUSINESS DEVELOPMENT	My Chanel Essentials 2	My Chanel Essentials 2		

# JAPAN

## ENTER THE CHANEL HOUSE ON BOARDING



	1ST YEAR	
	N	N-1
IMAGE / BRAND	Individual onboarding + Imagine + Retail Excellence	Individual onboarding + Imagine + Retail Excellence
LEADERSHIP	LEAD YOURSELF What is manager's role at Chanel? Leadership and Management Team leading, Team vision, Power of influence, Empowerment, etc	
CLIENT EXPERIENCE	The CHANNEL Experience	The CHANNEL Experience
BUSINESS DEVELOPMENT	My CHANNEL Essentials	My CHANNEL Essentials

# JAPAN

MASTER YOUR SKILLS & DEEPEN YOUR EXPERTISE

	STEP 1		STEP 2	
	N	N-1	N	N-1
IMAGE / BRAND				
LEADERSHIP	<b>EXPLORER</b> Think of difference between management and leadership - What is meaning of your work Your vision and mission Your values One on One skills		<b>INDIVIDUAL COACHING</b> - Self awareness Understand area of improvement for role transformation Try & Learn for behavioral shift	
CLIENT EXPERIENCE				
BUSINESS DEVELOPMENT	RTW Expert Shoes Expert	RTW Expert Shoes Expert		

# UK

## ENTER THE CHANEL HOUSE ON BOARDING



	1ST YEAR	
	N	N-1
IMAGE / BRAND	Individual onboarding + Imagine + Retail excellence	Individual onboarding + Imagine + Retail excellence
LEADERSHIP		
CLIENT EXPERIENCE		
BUSINESS DEVELOPMENT		

**UK**

MASTER YOUR SKILLS &amp; DEEPEN YOUR EXPERTISE

	STEP 1		STEP 2	
	N	N-1	N	N-1
IMAGE / BRAND				
LEADERSHIP	Bespoke Management training programme: Managing your team, Working with others and Business Etiquette, Strategic Planning and Organisation.		Individual coaching	
CLIENT EXPERIENCE				
BUSINESS DEVELOPMENT				

# RETAIL CAREER PATHS FOR MANAGERS HOB & DHOB



In order to cope with the new challenges emerging from the growing size and complexity of our boutiques organization, the retail division has widened and diversified its source of talents to equip management teams with relevant and complementary profiles and skills.

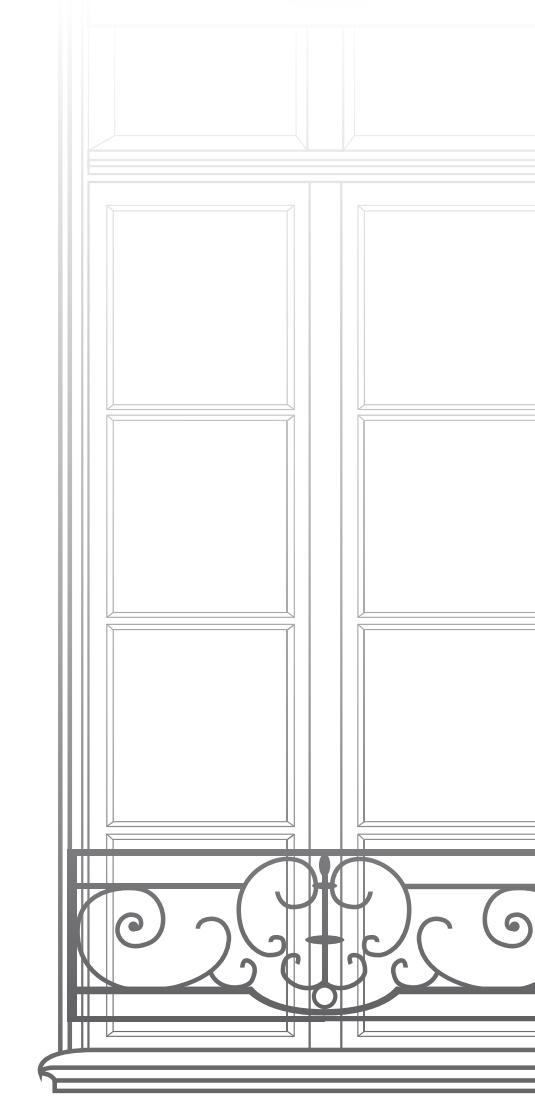
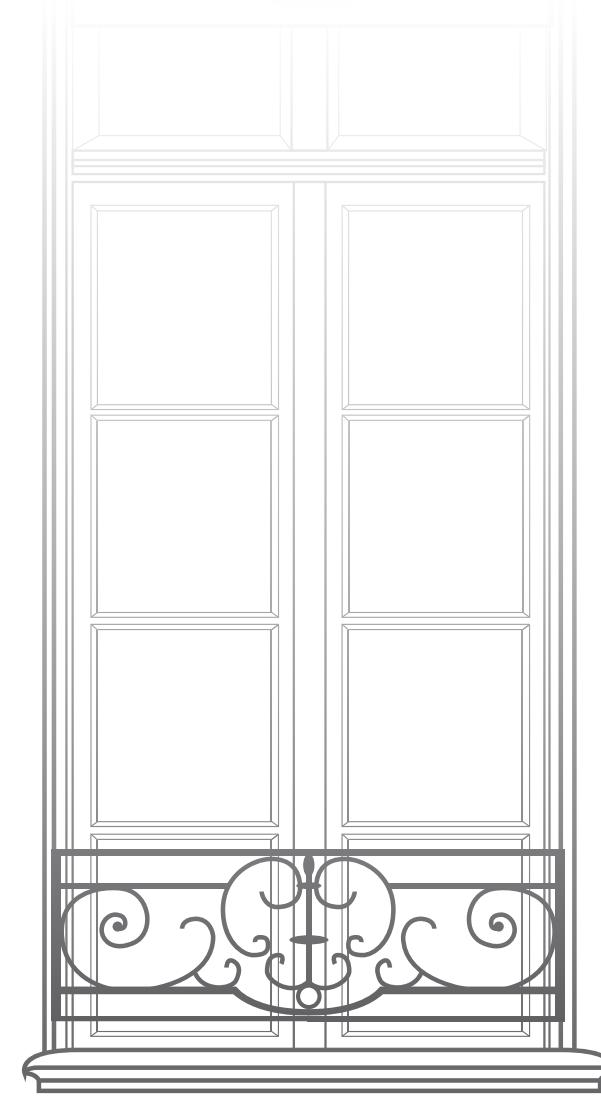
Promotions and transversal moves within the boutique are being valued as much as cross-rotations:

Within the Boutiques

With the Other Boutiques

From the Office to the Boutique

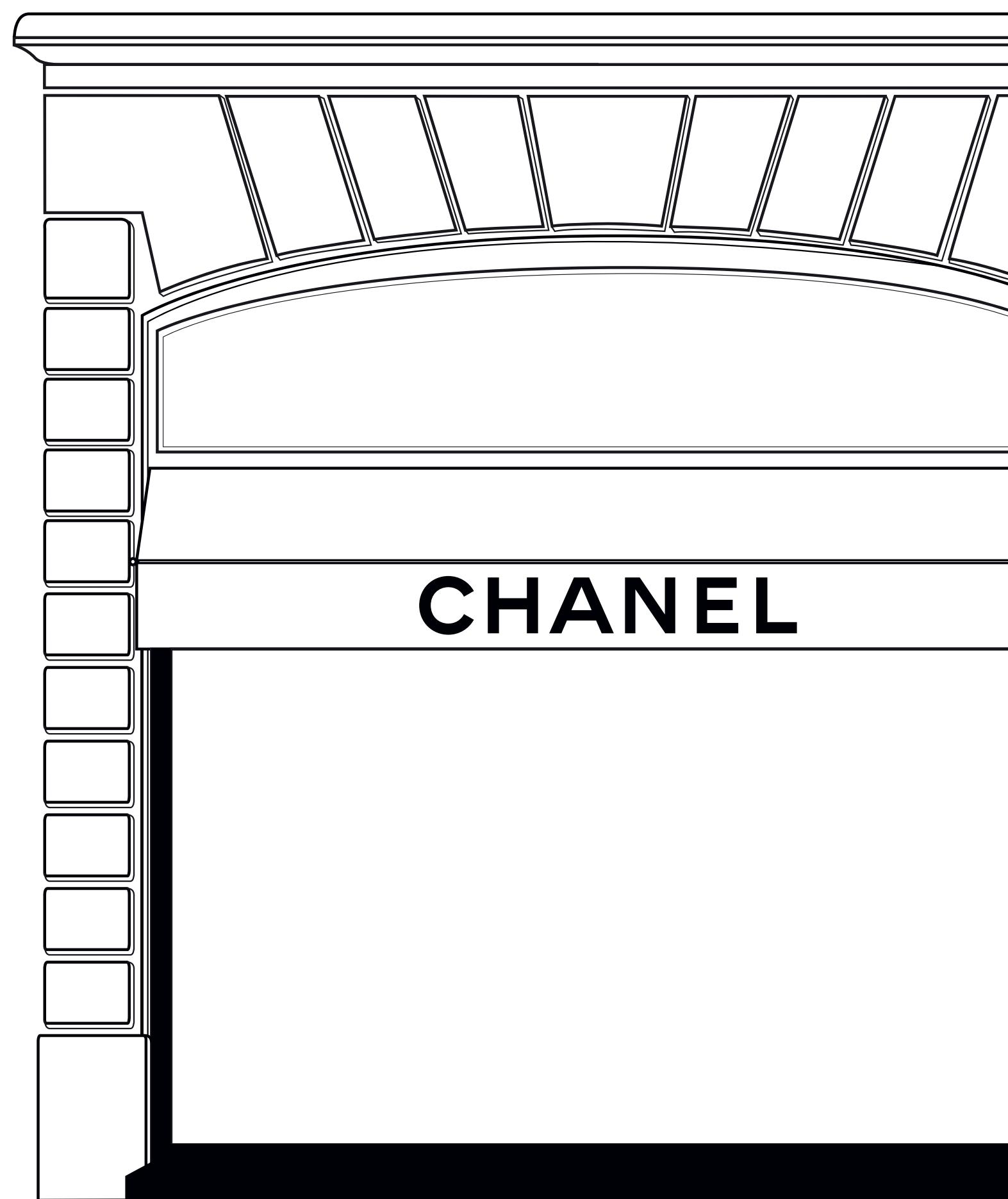
From the Boutique to the Office

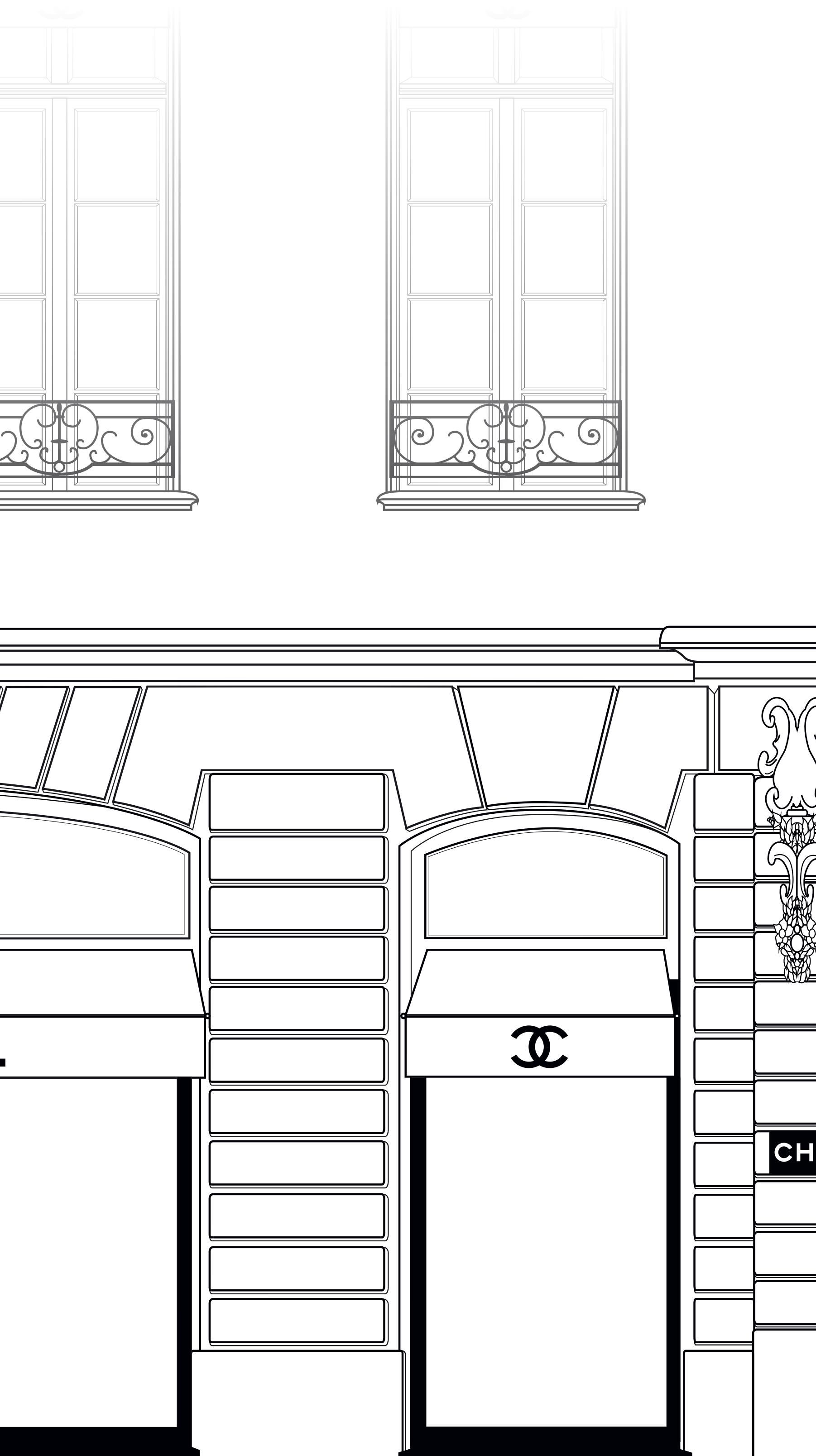


## OUR SUCCESS STORIES WITHIN THE BOUTIQUE

→ PROMOTIONS

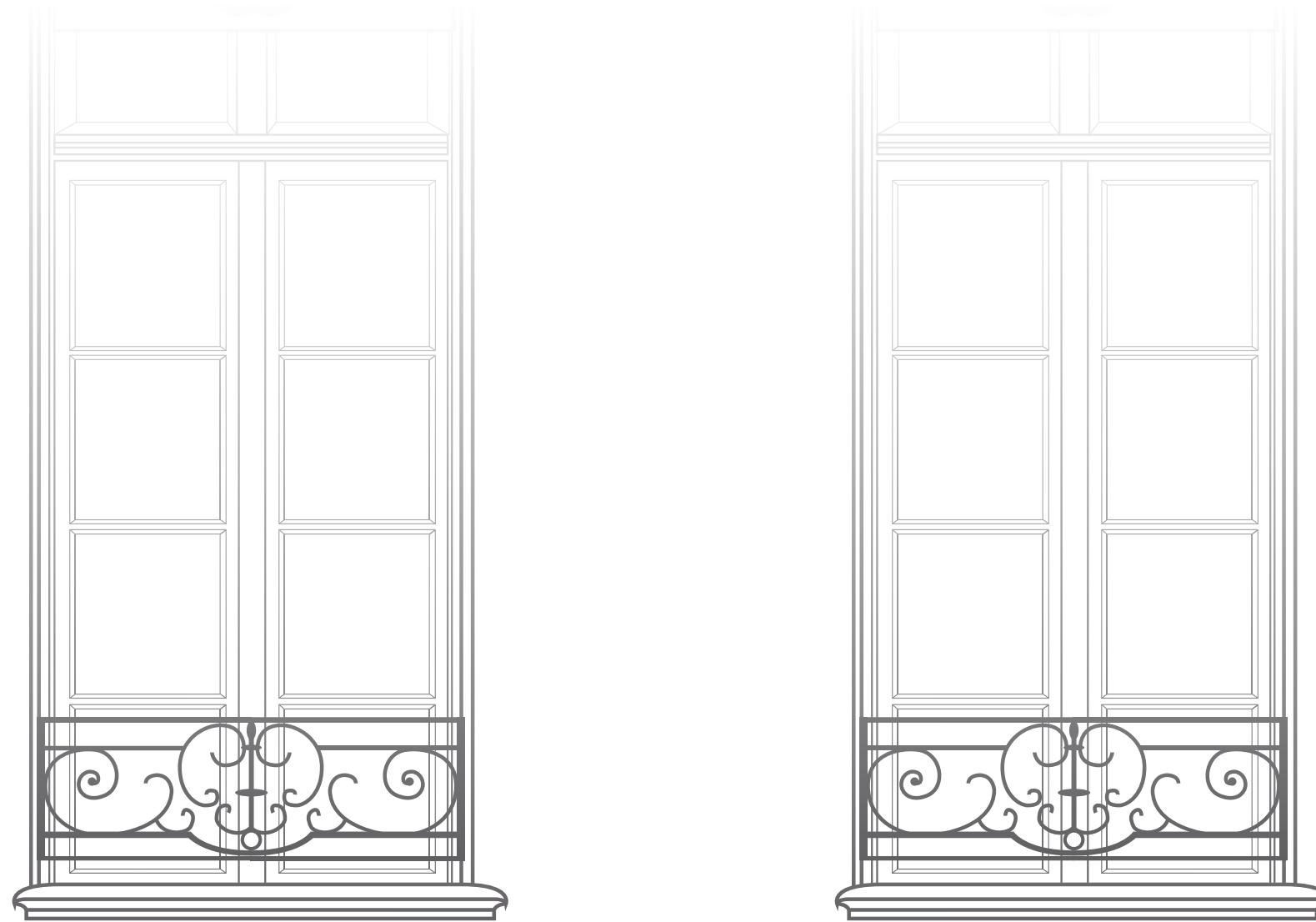
→ FROM FRONT OF HOUSE TO BACK OF HOUSE





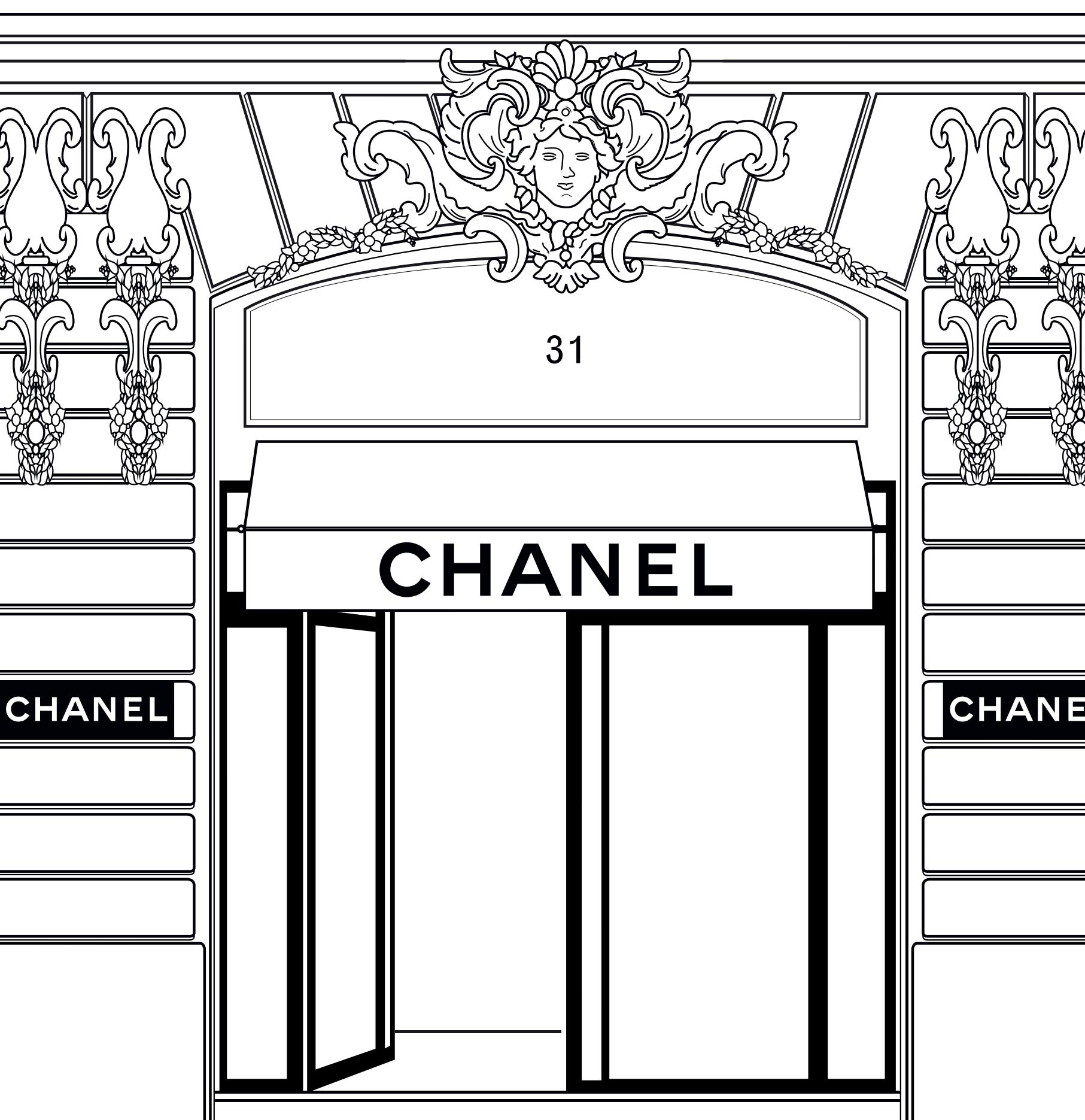
## OUR SUCCESS STORIES WITH THE OTHER BOUTIQUES

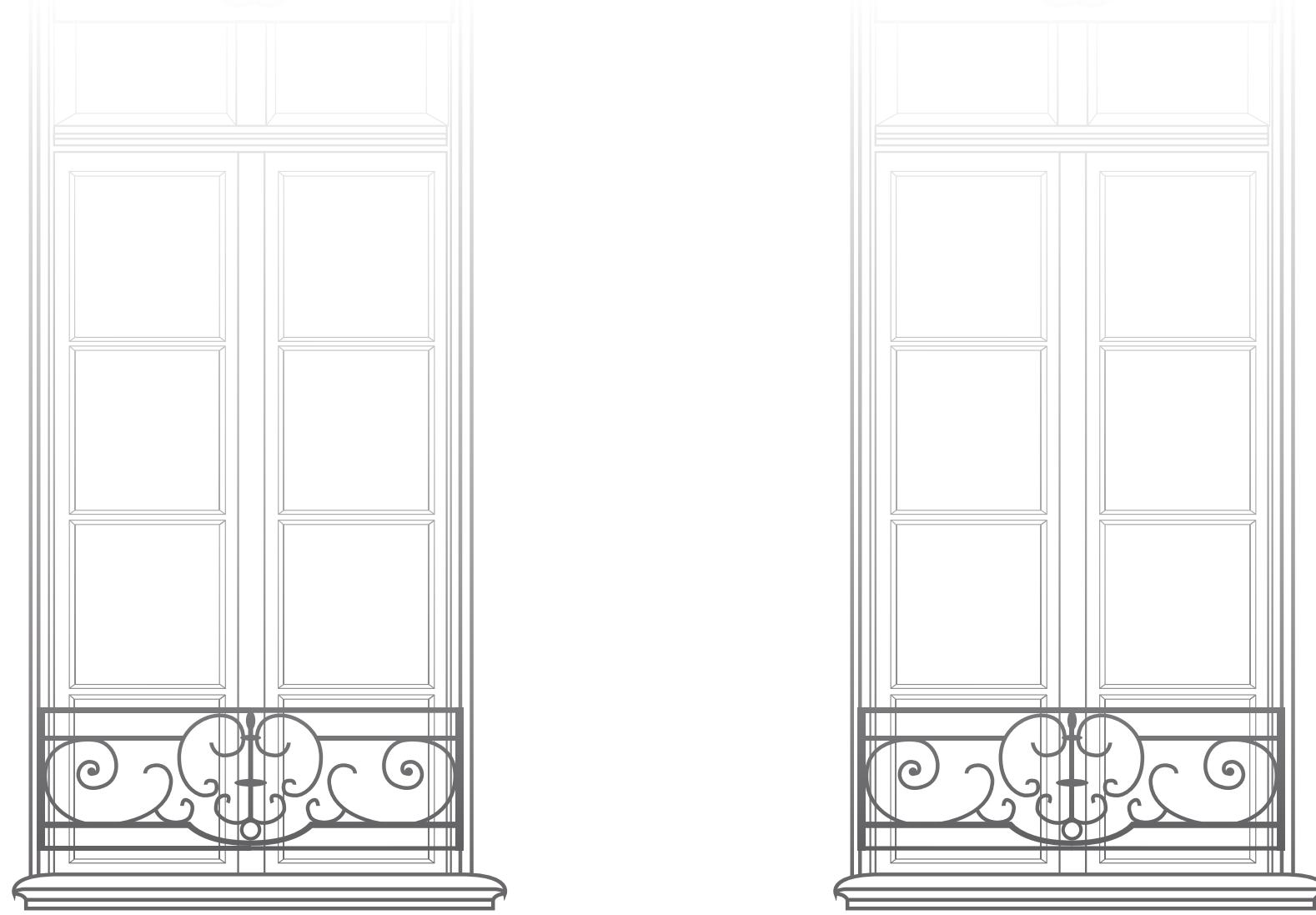
- MISSIONS ENRICHING MY ROLE
- FROM XS BOUTIQUE TO XXL BOUTIQUE



## OUR SUCCESS STORIES FROM THE OFFICE TO THE BOUTIQUE

- FROM MARKETING TO DEPUTY HEAD OF BOUTIQUE
- FROM CUSTOMER CARE TO OPERATIONS





OUR SUCCESS STORIES FROM  
THE BOUTIQUE TO THE OFFICE

→ FROM FA TO TRAINER



## FEEL VALUED

Compensation & Benefit:  
The philosophy (coming soon)

Worklife Balance (coming soon)