



FÉDÉRATION DE LA HAUTE COUTURE ET DE LA MODE

FHCM COMMUNICATION 02/10/2019

Nomination of Serge Carreira as Director of the Emerging Brands Initiative

At a time when a whole entirely new generation of talent is taking centre stage, when many innovations are seeing the light of day, when markets are fast-evolving and when the issue of sustainable development has become an absolute requirement, the Haute Couture and Fashion Federation has decided to launch a strong initiative in favour of emerging brands.

Its purpose is to forge an environment conducive to the revelation and long-term development of young creative brands by drawing on existing measures, by implementing a new policy, by acting in synergy with Paris Fashion Week as well as with the surrounding ecosystem and the Institut Français de la Mode.

Serge Carreira will accomplish this mission under the authority of Ralph Toledano, President, and Pascal Morand, Executive President. He will be supported by Christelle Cagi-Nicolau, Head of Mission for emerging brands.

As a graduate of Paris II-Assas and of Sciences Po, Serge Carreira started his career at Galeries Lafayette. He then joined the Prada group where he held various positions including Global Ready to Wear Retail Merchandising Director for Miu Miu. He subsequently worked for Mary Katrantzou as COO. Furthermore, Serge Carreira is a lecturer at Sciences-Po with a class on fashion and luxury and is a member of the Villa Noailles Executive Board.

As an Economics graduate from Toulouse University and holder of a degree in Marketing from Paris I Panthéon-Sorbonne, Christelle Cagi-Nicolau has worked for Le Bon Marché, Kenzo, Lancel, Delpozo. Her experience focuses on collection building, supply management and its development. She teaches in the Institut Français de la Mode's continuing education department and is also involved within the framework of its IFM Entrepreneurs program.

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