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I met Flore in 2018. At that time, I was working as International Sales Director for Un Jour Ailleurs, a French RTW brand.

1/ Flore was appointed by FFPAPF (French Federation of Feminine RTW) in charge of the organisation of **4 days of UAE RTW market discovery** and brand introduction to some key actors of the region.

Those days were organised like a music sheet : at a rapid pace, very good balance between visits and meetings, very well adapted to each brand.

Flore did also anticipate, check the brand presentation of each brand participating, both pitch and documents, and already gave her first relevant recommendation regarding the way to adapt them to the contacts and local market expectations.

As she has already spent more than 14 years in Dubaï, working for major Groups involved in the Luxury business there, **she arranged a full planning of interesting meetings for the group.**

2/ I had such a positive contact with Flore, that I decided to appoint her for a **prospective mission dedicated exclusively to our brand** considering the fact that it was not represented in that region.

Flore embodied the brand rapidly & perfectly and was able to identify the kind of distribution we were targeting for GCC.

Then she approached her contacts, found others and scheduled a tour of physical meetings within 5 weeks, including different types of potential partners for the brand, from retailers to mall & department store tenants, from distributors to marketplaces.

After this second visit, we started negotiating with a department store to open a corner, we scheduled a 2nd meeting in Paris with one of the major actors of the UAE retail business, we initiated discussion with a 2nd one and we even managed to reach an agent for Canada.

I really did appreciate our collaboration mostly because Flore was rapidly involved and able to understand, to analyse & to adjust her retail know-how and her knowledge of the region to the needs of the brand. She was very attentive, came up with new ideas, efficient and charming.