Pimkie shakes up its management

By Marion Deslandes - November 21, 2017

Pimkie's management team is welcoming some new faces. Following the departure of Creative Director Sidney Rhule, the company, owned by the Mulliez family and integrated in the Fashion3 group, has appointed a new CFO and is enlisting a member of the corporate turnaround specialists Prosphères.

According to information made available to FashionNetwork, Eric Foucault, managing director of Prosphères, which has previously worked with French brands Tati and Agatha, has been appointed General Manager of PPP, one of the companies that run Pimkie, concentrating on the French market, while Diramode deals with international operations, buying and online activities.

Recently, Prosphères has also worked with Agora Distribution. The company's director, Michel Rességuiier, was named CEO of Tati's parent company at the beginning of 2017, before it was sold to Gifi in June.

FashionNetwork also received confirmation from Pimkie concerning the departure of Philippe Normand from the role of CFO. He will be replaced by Pierre-Yves Guislain, CFO of Happychic (according to his LinkedIn profile), the group which brings together brands such as Jules and Brice, also part of Fashion3. According to the statutes of this European Economic Interest Grouping, Pierre-Yves Guislain is also Managing Director of Fashion3.

Appointed last August, Christine Jutard stays on as the General Manager of Pimkie. The chain, which was founded in 1971 and owns 700 stores, of which around 300 are in France, has been involved in an analysis process for a number of weeks, considering possible synergies to be explored with other Fashion3 brands and new projects to be launched. Should Pimkie's situation decline, some unions fear the implementation of a redundancy plan similar to that carried out at Grain de Malice (Fashion3) in 2016.