



### **MARINE CHAPUIS, Digital Communications Manager, Kering, FR**

Marine Chapuis is Kering's Digital Communications Manager since October 2011, in charge of coordinating the Group's e-reputation, story-telling, and luxury positioning on social media across U.S., EMEA and APAC markets.

Based in Paris, she possesses 7 years of experience in digital communications and online crisis management, helping luxury brands understand and shape the way they communicate to consumers.

A global Luxury group, Kering develops an ensemble of luxury houses in fashion, leather goods, jewellery and watches: Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Tomas Maier, Boucheron, Dodo, Girard-Perregaux, Pomellato, Qeelin and Ulysse Nardin.