

# GALERIES LAFAYETTE HIRES INFLUENCERS AS SALESPEOPLE

By Holly Friend

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Galleries Lafayette, Paris

Paris – The renovated **Galleries Lafayette** department store, which re-opened in March 2019, has launched a digital-first training program for its shop-floor employees.

Dubbed the Retail Academy, the program will be used to train 300 personal stylists in lieu of salespeople, taking an omnichannel, digital-first approach 'to guide employees through the change process underway as retail moves into the digital age'.

The personal stylists will be selected for their personalities and grasp of digital tools, with many already described as Instagram influencers. According to Galeries Lafayette, the employees will comprise a 'connected community' of branded influencers to advise customers on fashion, gastronomical and cultural trends.

To help build greater consumer trust and communicate authenticity, retail brands are turning their focus more to **insider advocates** – their very own employees – over external influencers.