



« Chic is an attitude. A subtle marriage of opposites, a bold added touch, a careful attention to detail. Chic is skilled at creating the inimitable. »

Daniel Lalonde,  
CEO SMCP

Visionnary and entrepreneurs by default, we share the same ambitions:

- Nurture our like-for-like growth
- Gain market share in France
- Pursue our international expansion

To write the new chapters of our growth, we focus our strengths on several pillars.

#### Reinvent ourselves

Continue creating collections even more desirable, offer an outstanding customer experience and develop our Brands' awareness.

#### Diversify ourselves

Develop a complete product offering in accessories particularly leathersgoods and shoes.

#### Digitalize ourselves

Become the reference Brands on the digital workplace, connected and inspiring, with best-in-class services.

#### Reinforce ourselves

Tap the potential of Men's category with Sandro Homme in all our territories.

#### Develop ourselves, even more

Continue expanding on key markets, and reinforce our major partners in existing markets.

## Our commitments

— Cultivate our present with care to conjugate our development in the future

The Group is aware of the social, societal and environmental stakes linked to the textile industry and wishes to build an authentic sustainable development strategy, just like the passionate entrepreneurs who write our story.

We all share a taste for challenge. We act with determination and sense of responsibilities, while preserving our agility! Our Brands grow and reinvent themselves season after season thanks to the ideas shared at all level of our organisation - diversity is our strength.

« Parisian Chic can only be elegant if it is sustainable. »

An insight into what we have already achieved...

Claudie loves green





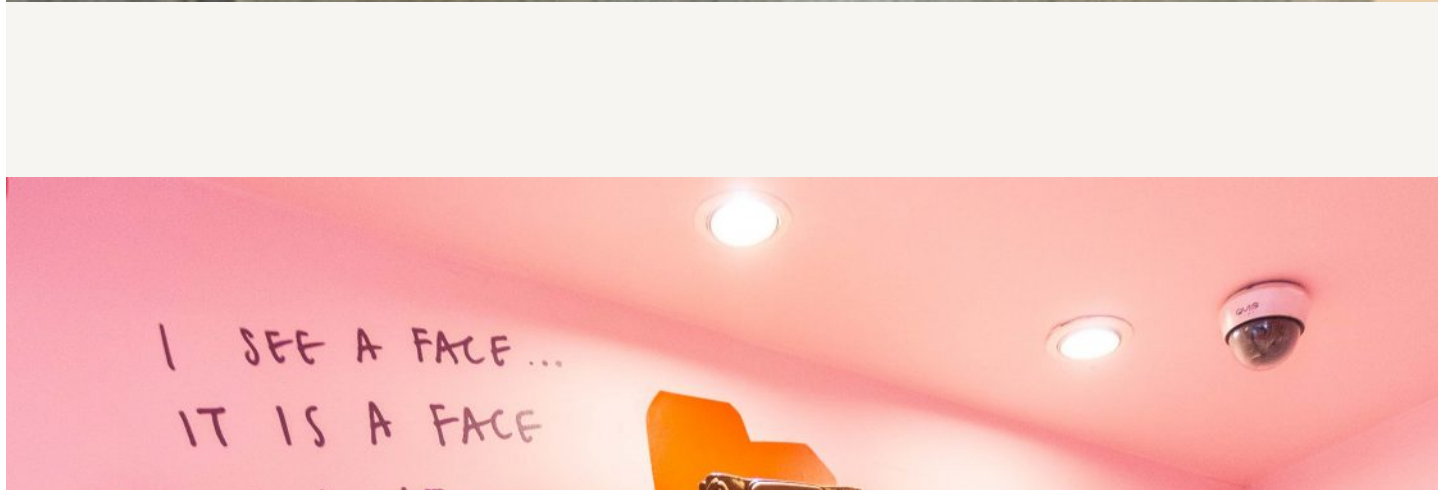
2018 - Creation of an eco-friendly collection Claudie Loves Green made of 6 pieces to support the Go For Good operation at the Galeries Lafayette















2017 - Maje opens a pop-up store at Regent Street London for Women for Women International

WHAT IF WE  
FELL IN LOVE  
AGAIN?

IF WE WERE TO  
MEET OUT OF  
THIS TIME...

I SEE A FACE...  
IT IS A FACE  
I LOVE

Greta  
Bellamacione



IF WE  
IN LOVE  
IN?

I  
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I SEE A FACE...  
IT IS A FACE  
I LOVE

WHAT IF WE  
FELL IN LOVE  
AGAIN?

IF WE WERE  
MEET OUT OF  
THIS TIME.

IT









2017 - Claudie Pierlot & Annick Goutal unite in a solidarity approach to support the Chaîne de l'Espoir association





Our Brands have always been eager to invest in responsible actions and it is naturally that in 2017, we expressed our desire to build a sustainable CSR approach.

Today, our ambition is to go far beyond what we were already doing, in particular through three priority pillars:

- **Responsible sourcing** by ensuring traceability and transparency of our products and ensuring continuous control of our suppliers.
- **The development of our employees and their well-being** by increasing their satisfaction but at the same time improve their skills.
- **Respect the environment** by minimizing any form of negative externalities on biodiversity.

Join our teams

Let's write the Group's future together.

[Know more](#)





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