

## PIERRE BALSAN

Pierre Balsan, founder and CEO of Retail Missions, is a strategic developer of luxury brands throughout Asia, particularly in China, with a unique skillset.

Pierre Balsan became interested in China, its culture and languages when he went to Taipei in 1981, between completing his degree at Sciences-Po in Paris and starting his Master's degree in International Affairs at Georgetown University, Washington DC.

So it came as no surprise when Parfums Christian Dior recruited him in 1987 to start building their brand and business in China. In 1992 he relocated to Hong Kong, as part of the strategic planning for Parfums Christian Dior for China. He was at the inception and initial development phase of what has now become the second industrial complex for LVMH Perfume and Cosmetics worldwide.

Moving to the fashion side of Dior in 1995, Balsan was a driving force behind the success of the strategic shift from franchise and license towards a directly controlled retail business, while negotiating prominent Dior locations throughout Asia. After taking over FENDI Asia in 2000, he restructured distribution and expanded the business by a multiple. He is best known for the most spectacular brand-building project in China, when he took the FENDI collections down the Great Wall of China in a fashion show still unsurpassed to this day.

In 2011, Balsan moved to Loro Piana. The business doubled in less than three years. He set up the iconic cashmere brand's first office in Shanghai and put together a successful team of local and expatriate talents.

With Asian consumers' increased sophistication and desire for more diversity in their consumption of imported products, Balsan decided to create Retail Missions in order to seize best opportunities for companies which want to take advantage of the current shifts in consumption patterns to expand in Asia.

Retail Missions is involved in several projects with retail mall developers accross Asia. More recently Retail Missions has started an exciting new assignment to bring Asian brands into the European markets.