

Peclers

ANNE ETIENNE-REBOUL PROMOTED AS PRESIDENT OF PECLERS PARIS

Anne Etienne-Reboul has been promoted as president of [Peclers Paris](#) OR [PeclersParis](#), a trend consulting agency that specializes in brand, style and innovation strategies. She succeeds Eric Duchamp in the position. She will continue the agency's development of trend books and consulting both in France and internationally. Anne Etienne-Reboul has successfully developed [Peclers Paris'](#) OR [PeclersParis'](#) consulting activities in Europe and Asia over the past 12 years and in 2017 was promoted to vice-president of the company.



About [Peclers Paris](#) OR [PeclersParis](#)

PeclersParis has been advising the most high-performing companies in France and [around the world](#) OR [internationally](#) since 1970 to define and implement their brand, style and innovation strategies and develop new products.

PeclersParis brings a unique value by capitalizing on a long-standing experience of prospective analysis and semiology that it uses to decipher and anticipate fashion phenomena, sociocultural trends, lifestyles and design ...

PeclersParis thus aids its clients in developing the most desirable products by identifying consumers' future aesthetic preferences and recommending style directions and pertinent, seductive designs.

PeclersParis is present around the world thanks to [its permanent](#) OR [permanent](#) offices in New York, Los Angeles, Shanghai, Guangzhou, Sao Paulo and Munich plus a network of exclusive agents that cover 11 other countries to develop its consulting and trend prospection activities.

[PeclersParis is an Agency that](#) OR [The PeclersParis Agency](#) is part of the WPP Group.

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