

# CircleSquare opens ninth global office in Paris



## Retail Revolution!

Bonjour Paris.



Described as a prominent player in travel retail, CircleSquare has added Paris to its growing list of offices worldwide and welcomed Laetitia Pierini to its team as Business Director

CircleSquare, the expert in retail marketing, brand experience and integrated consumer engagement – and a prominent player in travel retail – has added Paris to its growing list of offices worldwide. With a long line of prestigious clients including L’Oréal, Diageo, Mondelez and LVMH, the company continues to expand across the globe.

The addition of premises in the French capital adds to the existing stable of CircleSquare offices in London, Dubai, Singapore, Hong Kong, Shanghai, Shenzhen, Taipei and the most recently-opened, Hainan.

The new Paris studio is situated in Rue de Turbigo in Paris’ 3rd arrondissement. Operations are headed by Laetitia Pierini, who was previously Luxury Business Director at Extreme, the French integrated marketing agency.



Bringing a wealth of experience to the leading role, Pierini will head new business in events, digital and activation

Pierini is an expert in integrated communication campaigns for premium and luxury brands. Bringing a wealth of experience gained at the famous Olympia Music Hall, a landmark in the heart of Paris, she will head new business in events, digital and activation in collaboration with local communication agencies.

“We decided to go forward with our plans of opening a studio in Paris despite the current crisis to be closer to our clients based in France. Our objective in these trying times for our industry is to help them be ready when people will travel again. Brands with a strong plan for an engaging and eye-catching comeback when traffic resumes will be the post-COVID winners,” comments Stephane Zermatten, Managing Partner, CircleSquare.

“I’m delighted to take on a leading role in this latest entrepreneurial venture by CircleSquare, who have a hugely impressive portfolio of brand clients across the globe including several with strong interests in France. Opening a studio in Paris makes great business sense, as so many of the great international brands are either headquartered or have a substantial presence here.

At CircleSquare we have the ideal skills set to put together integrated campaigns to engage shoppers along their entire shopper journey and I look forward to the Paris office playing a leading role in achieving this.

Whether you're looking for a socially connected shopper platform, an emotionally rich product activation or a deeply sensorial flagship store, get in touch with us. We'll be happy to connect for an introduction, a brainstorming session on consumer engagement or simply to exchange ideas on the future of retail," adds Pierini.

CircleSquare also recently expanded its operations by acquiring a significant stake in comtogether, the Swiss digital marketing agency. This strategic move has led to the launch of the Connected Shopper Platform, a new travel retail-focused digital tool that transforms a brand's ability to reach customers pre-travel and drive them to purchase.