

Retail

Retail is changing and it's as fast paced as ever. In the past, retail was perceived as a transactional industry of products and services. Right now, retail became central for businesses, linking all departments.

Brand's retail expression, stores and store personnel are now the pillars of the brand when it comes to customer perception and brand love.

Retail industry will not stop there. In the future retail will move even further in blending online & offline experiences and creating even closer relationships between brands and customers.



Why retail at L'Oréal

L'Oréal is the leading cosmetic company in the world as well as in Poland, Lithuania, Latvia and Estonia. Our success in retail comes from outstanding market shares in all key retailers across HUB, as well as effective management of our own boutiques. Retail is a very dynamic field perfect for people who love being at the heart of business.

It involves precise business planning & analysis, creating new in-store experiences to build brand love & customer relationships, as well as people management.

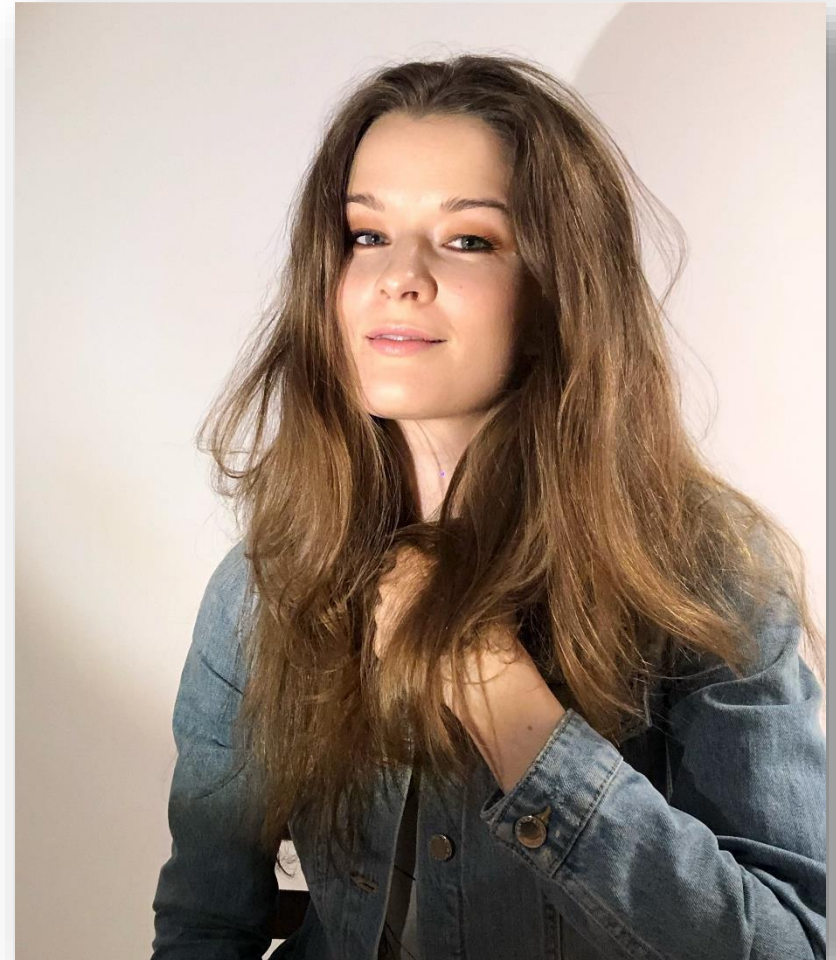
It is the perfect blend of analytical and creative responsibilities.



#Personally about retail

I believe that success in retail is crucial for building a powerful brand image, fostering long-term relationships with customers and creating unforgettable experiences.

Working in retail has proved to be one of the most dynamic and challenging. It is the perfect field for people who are looking for a blend between analytical and creative responsibilities. Working in retail means perfectly understanding and forecasting your sales business, coming up with 'out of the box' ideas for in-store experiences & services as well as developing interpersonal skills through people management.



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