Pimkie artistic director Sidney Rhule steps down

By Marion Deslandes - 15 November 2017

Now sheltered within the Fashion3 ecosystem (the Mulliez family-owned group of fashion brands), Pimkie has seen a number of comings and goings in the last few months. After the arrival of Christine Jutard in the role of general manager last August, following the departure of Antoine Leroy, artistic director Sidney Rhule is the latest to be exiting the brand.

Sidney Rhule was recruited in 2016 in order to give a new impetus at the womenswear label and boost its style appeal with the 25-34 year old age group, rather than teenagers. The new phase dawned at the label last spring with a fashion show attended by influencers and the press.

The French brand insists that the departure has come about by means of a mutual agreement. "Further to various developments in terms of organisation and strategic direction, Pimkie has decided, in agreement with Mr. Rhule, not to continue their collaboration," explained the brand. "Sidney Rhule has left Pimkie and has not yet been replaced."

With assistance from the Prosphères firm (a specialist in implementing recovery plans, including previously at Tati and Agatha), the brand is currently undergoing a thorough assessment with a view to creating new projects, as well as potential synergies with other brands within the Fashion3 group later.

The fashion chain, founded in 1971, is present in 30 countries with over 700 stores, of which 300 or so are in France. Some 20 former Mim franchisees were taken under the Pimkie wing earlier this year, following the chain's liquidation.