



GABRIELLE ATTIA, FROM BBDO NEW YORK TO MARCEL PARIS

Gabrielle Attia, multi-award winning creative behind the Lacoste "The Big Leap" short film, joins Marcel.



Credit: Dorian Prost

Arriving from BBDO New York as Creative Director, Gabrielle will work at Marcel under the supervision of Youri Guerassimov and Gaëtan du Peloux, Chief Creative Officers of the agency.

A copywriter by nature, Gabrielle had already flown to NYC for fashion school and an internship at Vogue, after studying philosophy in Paris. After a few years, she fell in love with copywriting and was able to return to Paris to start her career at BETC.

"A return from New York City is a crucial life and career decision. The creative boom of the Publicis network, since Marco's arrival, was naturally very attractive. I recognize my values in those of Youri, Gaëtan and the whole Marcel family, but also my ambitions. Stylistically, I don't think I'm a typically "Marcelian" creative, as one might imagine, but I see it as an incredible opportunity to learn and pass on – especially my international experience."

Gabrielle Attia, Creative Director at Marcel

This recruitment is part of the continuity of two rich years 2021 and 2022 at Marcel with many budget wins and numerous creative recognitions in France and internationally (Grand Prix Cannes Lions 2021, 1st French agency at Cannes Lions 2022, shortlist in the Titanium category, Grand Prix at Eurobest, among others).