



# GENERATION *Next*

*Frederique Marsan* is a reflection of the super-woman of our time – *inspiring, feminine and at the same time, a loving mother and strong business lady*. Women of her kind bring growth and development to Monaco. She works side by side with her children: her son Alexander and goddaughter, Salome. Frederique tells L'Officiel Monaco, *how women can manage and run masculine businesses*, whilst involving the next generation of Monegasques.

By VERA KAMENKOVA

*Why is it, that alongside your beauty business, you launched EKLE – your construction company?*

We started EKLE several years ago, we were already doing a lot of personal property and Alexandra Fissore my business partner was passionate about decorating. That gave us the idea to start our own business in construction.

*How is it for a woman to be in the construction business, which is considered quite masculine?*

It's not easy for women to have a construction company. It's more of a man's job. But we felt strong enough for the challenge. Besides, we have another very strong woman

on our side, our architect Sarah Sgarby.

*Is the friendship between yourself, and your business partner, Alexandra, the key to the success of your business?*

It's even more than a friendship: we're family. Alexandra is the godmother of my son Alexander, and I'm godmother to Salome, Alexandra's daughter. We raised them as brother and sister - they are only one year apart. Alexandra is 21 years old and Salome is 22.

*Do you think it's important to grant the younger generation many freedoms?*

Young people have a different vision than





we do and a different, open mind - they have new ideas due to their youth. Young people are innovators, they think out of the box. Obviously, the next generations have to be prepared, but they have to be allowed to make their own choices relying on experience. So we do plan to involve them in business widely. Alexander is studying to become an architect. Salome started working with us two years ago. She is still in management and marketing training.

*How did your son Alexander decide to become an architect and is he already involved in EKLE projects?*

Since childhood, Alexander always wanted to be an architect. At a very early age, when he was playing Lego and a game called Minecraft, he was already building. He's still studying - he has to do internships with companies. Then, he has the opportunity to start working with us or with a big architecture firm.

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*Tell us about your new project, So Gent, which you created with Salome.*

The idea came from Salome. She works with us at Cool Bay and had been thinking for a long time about the lack of local services for men. Hence came the idea of an all-male barbershop.

*What is the concept behind the So Gent barbershop?*

Men find themselves in a totally masculine atmosphere. All the services: haircuts, beards, facials, manicures, pedicures and also shoe care by a shoe-shine technician, are new in Monaco.

*Are there things that Alexander and Salome have taught you?*

They taught me about new technology, social media and new means of communication. They have that driven power to create and develop the world they live in. That why it's very important to me, to support their desire to move forward: they are the future of Monaco.

PHOTO: Snejana Barteneva  
PRODUCTION & STYLE: Vera Kamenkova  
MAKE UP & HAIR: Cool Bay Monaco  
CLOTHES: Giorgio Armani, Giorgio Armani boutique Monaco  
STRATEGIC PARTNERSHIPS: Tatiana Romanova Morono



Text about the picture, **BRAND**. More text about the stuff shown, **BRAND**.

Frederique Marsan mixes business with family: she is godmother to her partner's daughter, Salome, while her partner is godmother to her son, Alexander.