

## Press Release

December 2005

### France: Schneider Electric rewards two young "Talents des cités"

**Laury Golliet and Mélanie Taleb have been awarded a national "Talents des Cités" prize for the creation of their women's ready-to-wear line**

At the "Talents des Cités" awards ceremony on November 19<sup>th</sup>, 2005, Gilles Vermot Desroches, Director of Sustainable Development and of the Foundation, presented a national "Creation" prize to Laury Golliet and Mélanie Taleb, who founded LAMDA, a fashion design and ready-to-wear clothing business based in Grenoble, France.

Twenty-five-year-old Laury Golliet was finishing her studies in fashion design when she had the idea of creating a ready-to-wear line. This led to the launch of two collections: "Lamda prime" (hand-sewn, unique models) and "Lamda" (mass-produced version of the first collection).

Laury Golliet and her associate, Mélanie Taleb, share the creative, clothes design and business management aspects. The two associates are counting on aid to create jobs and are devoting the major part of their resources to developing their business activity. Closely involved in the life of Grenoble's "Villeneuve" quarter, these young creative talents organize events (exhibitions, competitions) for the local inhabitants.

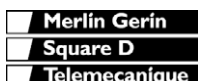
Founded in 2002, "Talents des Cités" is a competition supporting the creation and development of businesses and associations in the priority zones defined by the French government's urban policy.

*"Every year, and ever since the creation of this initiative, Schneider Electric has sponsored and assisted one award winner – often someone close to our sites and/or our activities," explains Gilles Vermot Desroches. "This choice is explained by the company's determination to get involved and encourage genuine links when possible. It is also an opportunity for us to make a small contribution to boosting confidence and stimulate the creation of businesses and jobs in urban neighborhoods" .*

Through this action, as well as through other partnerships, Schneider Electric is seeking to help the young people from these neighborhoods when they are starting out.

For more information, visit the [Fondation Schneider Electric](#) site and the [Talents des Cités](#) Internet site.

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