

COMMERCE

Burberry Beauty exec appointed Coty Luxury CMO

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Gucci Cosmetics

By STAFF REPORTS

Beauty group Coty is strengthening its luxury division with a key hire from Burberry.

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Simona Cattaneo, who is currently the head of Burberry's in-house beauty business, will become the CMO for Coty Luxury starting this summer, according to [Women's Wear Daily](#). This new talent will likely help Coty as it plans to welcome 41 beauty labels from Procter & Gamble, including a number of luxury fragrance licenses.

Beauty business

Ms. Cattaneo has extensive experience in premium beauty, having worked for Dior Parfums and L'Oreal's Krastase.

Burberry's beauty business has seen double digit underlying growth, and according to its annual report from 2015, fragrance represents 95 percent of Burberry's total beauty revenue.

As Coty prepares to take on additional luxury labels, the company is restructuring, creating a specific luxury division.

The 10 fragrance licenses that are relocating to Coty include Hugo Boss, Gucci, Lacoste, Bruno Banani, Escada, Mexx, James Bond, Gabriela Sabatini, Stella McCartney and Alexander McQueen ([see story](#)).



McQueen Parfum

Coty's luxury fragrance collection also grew with the recent addition of Tiffany & Co. to its roster of brands ([see story](#)).

Across industries, digital touchpoints have reevaluated how products are marketed. Even though challenges have been presented, the fragrance sector has benefited from these advancements.

Beauty products manufacturer Coty, Inc. works with high-end brands such as Balenciaga, Chlo and Marc Jacobs, to conceptualize their fragrances through the execution of the scent to the final marketing initiatives. As a licensee-based relationship, brands must place a tremendous level of trust in Coty to create well-executed scents and accompanying campaigns that allow the brand's DNA and heritage to remain intact while being recognizable by affluent and aspirational consumers ([see story](#)).

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