

FRAGRANCE AND PERSONAL CARE

## Shiseido purchases Laura Mercier, RVive to expand global reach

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*Laura Mercier lipsticks*

By STAFF REPORTS

The U.S. subsidiary of Japan's Shiseido Co., Shiseido Americas, has acquired cosmetics and skincare marketer Gurwitch Products, the owner of Laura Mercier and RVive.

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Shiseido's purchase of cosmetics brand Laura Mercier and skincare maker RVive will broaden the position of both brands in terms of international footprint, expertise and global centers of excellence. The acquisition is part of Shiseido's strategic growth plan, Vision 2020.

### Products for growth

For the 2015 fiscal year, annual net sales for Gurwitch totaled \$175 million, showing the interest and popularity of brands in its stable. Shiseido Americas purchased Gurwitch from Alticor, Inc. for an undisclosed sum.

Under the acquisition terms, Shiseido Americans will have full membership interest in Gurwitch's portfolio, including prestige beauty brand Laura Mercier and skincare brand RVive.

Both Laura Mercier and RVive are considered "highly complementary" to Shiseido's current offerings, which include Bareminerals, Nars, Cl de Peau Beaut and Elie Saab Perfumes, among other regional and international brands.

For Shiseido, the purchase will help expand its consumer reach and establishes a stronger foothold in the fast-growing prestige cosmetics category.

As for Laura Mercier and RVive, the acquisition will provide a global platform for accelerated growth in well-established markets as well as untapped opportunities in the United States and in Asia.



*Laura Mercier cosmetics and brushes*

The brands will also benefit from Shiseido's Global Centers of Excellence for skincare, color cosmetics and digital and its Americas Innovation Center. The latter drives product development, amplifies market impact and increases awareness for Shiseido brands.

"We are thrilled to welcome Laura Mercier and RVive to the Shiseido family," said Marc Rey, president/CEO of Shiseido Americas, in a statement. "Both brands have unique viewpoints, fast-growing and loyal customer bases and the same focus on innovation that defines all of Shiseido's brands.



*RVive's moisturizing renewal cream*

"Shiseido is well positioned to generate significant value from this attractive acquisition opportunity, and we are energized to use our regional and global resources to take these brands to the next level and further strengthen our overall position in the marketplace," he said.

Merger and acquisition deals show signs of a healthy luxury market across most sectors, according to an executive from Deloitte Corporate Finance at Financial Times' Business of Luxury Summit on May 23.

Luxury sales are climbing largely because of hotels and automobiles, but acquisition patterns show that fashion and jewelry are continuing to innovate and produce quality product. While the slowing economy has put luxury brands in a tough position, healthy amounts of venture capital show that the sectors are healthy, meaning that proper marketing is the key component of growth ([see story](#)).