

FRAGRANCE AND PERSONAL CARE

Estee Lauder hires from within as Tom Ford Beauty accelerates

July 22, 2016



Tom Ford Beauty spring/summer 2016

By STAFF REPORTS

Cosmetics conglomerate Estee Lauder Cos. has named Guillaume Jesel as Tom Ford Beauty's global brand president.

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Mr. Jesel was promoted from within the Estee Lauder organization, and will continue to report to executive group president John Demsey and be a member of the company's Executive Leadership Team. For the past two years, Mr. Jesel worked as Tom Ford Beauty's senior vice president global brand general manager.

The beauty

During his time as senior vice president global brand general manager, Mr. Jesel led the Tom Ford Beauty brand to double-digit growth across all regions. Growth was seen in cosmetics and fragrance as well as enhanced digital and social capabilities.

Mr. Jesel has spent the majority of his professional career at Estee Lauder Cos. Over the last 16 years, Mr. Jesel has held a number of senior roles including vice president, global makeup marketing for Estee Lauder's flagship line and senior vice president, global and North American marketing at M.A.C.



Guillaume Jesel

During his decade spend at M.A.C, Mr. Jesel established the brand as a leader in social media and led its popular and profitable fashion and pop culture collaborations.

Mr. Jesel has been involved with the Tom Ford Beauty brand from its start. While working under the Este Lauder brand banner, Mr. Jesel worked with designer Tom Ford to create a limited-edition collection, which was a precursor to the Tom Ford Beauty brand launch.

"Guillaume's brand strategy expertise and strong commitment to aspirational creativity has led Tom Ford Beauty to achieve incredible global growth," Mr. Demsey said in a statement. "Guillaume's exceptional understanding of luxury consumers and their many desires in the prestige beauty space make him well-positioned to continue leading this highly coveted brand."

Este Lauder Cos. saw strong third quarter results. The brand's results were driven in part by strong growth among brand such as M.A.C, Smashbox and Tom Ford Beauty ([see story](#)).



Tom Ford Beauty fragrance ad

That same success is priming Tom Ford Beauty to become a billion-dollar brand. It has been estimated that Tom Ford Beauty sales reached \$500 million when the fiscal year ended June 30. If that trajectory continues through 2020, Este Lauder Cos. will have a brand with \$1 billion in sales within its stable.

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