

FRAGRANCE AND PERSONAL CARE

## Shiseido Americas hires LVMH Group exec to lead prestige group

October 12, 2016



*Shiseido's Rouge Rouge lipstick collection*

By STAFF REPORTS

Japanese cosmetic group Shiseido Company, Limited's American subsidiary is looking to grow its footprint in high-end beauty and fragrance with a new appointment.

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Jean-Marc Plisson has been named president of Shiseido Americas' newly created Beauty Prestige Group, which includes Shiseido, Laura Mercier and designer fragrance brands. With more than 20 years of experience in luxury beauty, Mr. Plisson is expected to help Shiseido grow its prestige businesses both domestically and internationally.

Beauty veteran

Mr. Plisson served as chief financial officer and chief operating officer at LVMH-owned beauty brands including Dior, Givenchy, Guerlain and Aqua Di Parma. Most recently, he was global CEO of LVMH's Fresh skincare and fragrance label.

"I look forward to welcoming Jean-Marc to Shiseido," said Marc Rey, president/CEO of Shiseido Americas, in a statement. "He is a standout talent in our industry. His leadership experience and stellar track record at LVMH will be great assets as we continue to grow our presence in the prestige beauty market.

"It is both an exciting prospect and a proud testament to the strength of Shiseido Americas that such a talented executive has decided to join our group," he said. "I couldn't think of a better addition to our already incredibly strong leadership team."

In his new role, Mr. Plisson will report to Mr. Rey. His focus will be on growing the brands while keeping their positioning intact, working collaboratively with the heads of these labels.

Priorities include integrating the Dolce & Gabbana beauty business, which joined Shiseido as a license in July after parting ways with Procter & Gamble ahead of its Coty merger ([see story](#)). Mr. Plisson will also work to expand Shiseido domestically in the U.S. and grow Laura Mercier internationally.



### *Dolce & Gabbana Beauty*

"I am honored by the opportunity to lead as president of the Beauty Prestige Group," Mr. Plisson said. "Shiseido has an outstanding portfolio of unique and beloved prestige brands supported by passionate customers, and we will capture untapped opportunities in the U.S. by leveraging collective resources within the Beauty Prestige Group."

"Shiseido has an incredible team, and I will be proud to lead the group as we create a more powerful presence in the prestige beauty market."

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