

FRAGRANCE AND PERSONAL CARE

L'Oreal bolsters Luxe division with new position

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YSL Beauty Mon Paris fragrance campaign

By STAFF REPORTS

Beauty group L'Oreal is responding to growth in its upscale division with the appointment of Cyril Chapuy as deputy general manager of L'Oreal Luxe, in charge of international brands.

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Mr. Chapuy, who was most recently the head of the company's flagship L'Oreal Paris label, will report to Nicolas Hieronimus, president selective divisions of L'Oreal. In recent years, L'Oreal Luxe has been outperforming the market, prompting the group to give the division additional oversight.

Added leadership

Mr. Chapuy joined L'Oreal Paris as its product manager in 1993. Since then, he has held a number of positions within the group, including general manager of Garnier in Europe, general manager of the L'Oreal consumer division in Brazil and president of Maybelline New York.

The executive has also held a number of leadership roles in marketing within the L'Oreal organization.

In its announcement, L'Oreal wrote, "Cyril Chapuy is widely recognized in the group for his vision, his strategic and marketing competency, his flair for visuals and brands, and his advertising talent."



Cyril Chapuy

L'Oreal Luxe has seen five straight years of growth. In 2016, the division, which includes brands such as Lancme and Kiehls and licenses for fashion labels including YSL Beauty and Armani Beauty, saw revenues of 7.66 billion euro, or around \$8.2 billion at current exchange, up 6 percent from the previous year.

These labels are distributed in more selective retail channels such as department stores, travel retail, certain cosmetic stores and brand-owned channels such as boutiques and online flagships.

Fragrances have long been the predominant form of fashion licensing, but color cosmetics developed by luxury brands are quickly increasing market penetration, according to a new report from Euromonitor.

Euromonitor's "[Global Licensing Trends in Beauty and Personal Care](#)" report examines which licensing categories are poised to continue to grow and how specific markets respond to the marketing campaigns created for products introduced by fashion brands. While fragrances have been an intrinsic aspect of fashion offerings for decades, a draw toward color cosmetics has increased with brands such as Gucci and Marc Jacobs launching collections in the last few years ([see story](#)).

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