

FRAGRANCE AND PERSONAL CARE

## Este Lauder aims for further perfume, Asia Pacific growth via appointments

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*Designer fragrances are borrowing ideas from niche perfumers such as Le Labo. Image credit: Le Labo*

By STAFF REPORTS

Beauty group Este Lauder Cos. has named new leadership to oversee its prestige and artisanal fragrance division and its operations in Asia Pacific.

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Fabrice Weber, who was most recently the company's president Asia/Pacific, has been appointed the president of prestige and artisanal fragrances, overseeing the portfolio that includes By Kilian, Editions de Parfums Frdric Malle and Le Labo. Succeeding Mr. Weber as president Asia/Pacific is Mark Loomis, who has served as Este Lauder's senior vice president of the region since 2011.

### New talent

In his new role, Mr. Weber will also serve as president of ELC Ventures, an organization within the company dedicated to the development of new brands. He will report to John Demsey, executive group president.

Mr. Weber has been with Este Lauder since 2001, when he was hired as vice president and general manager, travel retail worldwide. He was promoted to president Aramis and designer fragrances in 2004 before becoming the company's first president, Asia/Pacific in 2007, helping to grow Este Lauder's presence in the region through the introduction of new brands and marketing, including social media.

Today, Este Lauder is seeing fast growth in Asia Pacific.

Taking on the helm of Este Lauder's Asia Pacific operations is Mr. Loomis, who has been with the company for more than two decades. Among his previous roles at the conglomerate was president of Japan, and in his most recent position, his contributions included leading Este Lauder's Korea Innovation Hub and launching Asian-inspired products.



*Estée Lauder products. Image credit: Estée Lauder*

Christopher K. Wood, the general manager of Estée Lauder's Korea affiliate, has been named the company's senior vice president, general manager Asia/Pacific, overseeing Korea, Malaysia, Singapore, Japan, Australia, New Zealand, Thailand and emerging South East Asia markets.

Joy Fan has also been promoted to senior vice president, general manager China. Ms. Fan has been leading the company's China affiliate since 2012.

Daniel Annese, the global brand president of Aramis and Designer Fragrances (ADF), is planning to retire in January 2019. Ahead of stepping down from the company, he is taking on a special project to expand Smashbox, Glamglow and Becca brands globally.

Succeeding Mr. Annese will be Patrice Bliard, who has been appointed senior vice president, general manager ADF.

"Our company has experienced outstanding success developing multiple engines of growth across categories, channels and geographies," said Fabrizio Freda, president and CEO of Estée Lauder Companies.

"Our fragrance portfolio and our business in Asia Pacific, primarily fueled by China, continue to generate impressive growth," he said. "I am thrilled to appoint a diverse group of seasoned global leaders who embrace creativity, innovation and a digital-first mindset to lead these engines of growth for the company."

Estée Lauder Cos. expects its momentum to continue in 2018, after reporting full-year net sales that increased by 5 percent in fiscal year 2017.

The company also ended the fourth quarter on a high note with net sales increasing by 9 percent, for the period ending June 30.

Estée Lauder attributes its strong performance for FY2017 and Q4 2017 to its recent acquisitions of Too Faced and Becca ([see story](#)). The sales from these two brands contributed to about 3.5 percent of Estée Lauder's sales growth ([see story](#)).