

FRAGRANCE AND PERSONAL CARE

L'Oreal promotes two executives from within

November 20, 2018



Image courtesy of YSL Beauty, a license of L'OrealLuxury. Image credit: L'Oreal

By STAFF REPORTS

Cosmetics maker L'Oreal is ramping up its luxury efforts with two promotions in its management.

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As current vice president and chief financial officer Christian Mullez steps down for personal reasons, Christian Babule moves up the executive ladder within the business to take over the position. Mr. Babule's has significant experience in L'Oreal's luxury division, but the conglomerate has also promoted current deputy general manager of L'Oreal Luxe Cyril Chapuy to the division's president.

"Together with Jean-Paul Agon, we are pleased to welcome Cyril Chapuy to the Executive Committee," said Nicolas Hieronimus, deputy CEO, in charge of divisions at L'Oreal, in a statement. "Throughout his career within brands and internationally, Cyril has demonstrated a strong added value on product development, great strategic and marketing skills as well as a sense of image in the digital era.

"These are major assets in the pursuit of L'Oral Luxe's success," he said.

L'Oreal luxe

Mr. Chapuy will report to Mr. Hieronimus in his new position. Mr. Chapuy fills the spot Mr. Hieronimus left vacant when he was promoted to deputy CEO in April 2017.

Mr. Babule will report to L'Oreal's chairman and CEO, Jean-Paul Agon. He has spent his entire career with L'Oreal, beginning in the luxury division in Italy in 1988.



L'Oreal's Style My Hairapp powered by ModiFace. Image credit: L'Oreal

"I would like to thank Christian Mulliez and express my gratitude for his outstanding commitment and important contribution to L'Oral's success during all these years," Mr. Agon said. "Thanks to his high level of expertise and his personal qualities, we have built teams of very high standard all over the world.

"We wish him every success in his new life," he said. "We are pleased to welcome Christophe Babule to the Executive Committee who brings us his significant experience of financial management and deep knowledge of business and Asia."

L'Oreal was recently among the many brands to have joined a mission to stop gender-based violence and abuse.

Seven CEOs gathered at Balenciaga's headquarters in Paris on Nov. 9 to sign a commitment charter to bring an end to abuse. The commitment is named One in Three to symbolize the number of women who have been exposed to physical or sexual abuse in their lives, according to *Women's Wear Daily* ([see story](#)).

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