

FRAGRANCE AND PERSONAL CARE

## Guerlain appoints new CEO from within LVMH

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*Guerlain is adding a new CEO. Image credit: Guerlain*

By STAFF REPORTS

French beauty label Guerlain is welcoming a new chief executive officer from within the LVMH family.

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Vronique Courtois will become Guerlain's CEO effective Nov. 1, according to a report from *Women's Wear Daily*. Ms. Courtois is currently serving as brand general manager of Parfums Christian Dior, where she orchestrates the development of the house's products.

Fragrance family

Ms. Courtois' appointment as CEO marks her return to Guerlain.

The executive first joined LVMH Mot Hennessy Louis Vuitton in 2000 as operational marketing manager for France at Guerlain. She then moved to Dior Couture as operational marketing director before being named brand general manager at Parfums Christian Dior.

Vronique Courtois LVMH



*Vronique Courtois is joining Guerlain from Parfums Christian Dior. Image credit: LVMH*

Prior to becoming part of LVMH, Ms. Courtois began her career at Beaut Prestige International.

Perfumes and cosmetics have been a strong area of growth for LVMH.

LVMH's total revenues for the first half were 25.1 billion euros, or \$27.9 billion at current exchange, up from 21.7 billion euros in 2018. The group's fashion and leather goods business led the way with 18 percent organic revenue growth, followed by perfumes and cosmetics at 9 percent.

Christian Dior's fragrances, in addition to its makeup and skincare lines, added to the momentum for the beauty group. Guerlain was also a strong performer, having introduced a product traceability platform ([see story](#))

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