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## Coty adds luxury insiders to leadership team

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Marc Jacobs fragrances are produced by Coty. Image credit: Marc Jacobs

By LUXURY DAILY NEWS SERVICE

Beauty group Coty is looking to strengthen its digital and luxury divisions with two new appointments to its leadership team.

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Isabelle Bonfanti will be joining Coty as chief commercial officer, luxury and Jean-Denis Mariani will serve as the group's first chief digital officer. Both have luxury pedigrees and will report direct to Coty's CEO, Sue Y. Nabi.

### Leadership updates

Ms. Bonfanti spent 17 years at L'Oral's luxury division, where she worked with brands including Giorgio Armani, Lancme and Yves Saint Laurent. Much of her work focused on building brands' market share in China and Asia.

After L'Oral, Ms. Bonfanti spent a decade at Herms in senior leadership roles, including as international operational development director and communication and international retail operational director. Mostly recently, she worked for the Huawei Consumer Business in brand development.

Mr. Mariani most recently served as chief digital officer at LVMH's French beauty brand Guerlain. He was responsible for Guerlain's ecommerce acceleration, including digital market, analytics and customer care.

In another move, chief commercial officer Edgar Huber is stepping down after five years at Coty. He will remain with the company for several more months as Ms. Bonfanti transitions into her new role.

In 2019, Coty launched a turnaround plan aimed at establishing a path towards growth, which included a new leadership structure. Simona Cattaneo, former chief marketing officer of Coty Luxury, became president of luxury brands in January 2020 ([see story](#)).