

APPAREL AND ACCESSORIES

Mariano Puig, former president of fashion and beauty group, dies at 93

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Mr. Puig was formerly president of Puig for more than 30 years, leading international expansion and assisting in acquiring the Carolina Herrera and Nina Ricci brands. Image credit: Puig

By LUXURY DAILY NEWS SERVICE

Mariano Puig Planas, a member of the second generation of the **Puig** family that owns the eponymous Spanish holdings company Puig, has passed away at the age of 93.

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Mr. Puig was a former president of Puig, having served for more than 30 years, leading international expansion and assisting in acquiring the Carolina Herrera and Nina Ricci businesses. Mr. Puig is being remembered as someone who constantly strove to build his family's brand.

"Beginning in his youth, Mariano Puig stood out for his leadership abilities and a sense for business growth, establishing important ties with the United States, the Caribbean and France," the company said in a statement.

A brand leader

Mr. Puig was born in 1927 in Barcelona and was a founding member of the Family Business Institute in Spain, of which he served as president from 1995 to 1997.

At the end of the 1950s, he secured a distribution deal for the Agua Lavanda Puig fragrance in the United States then later became the representative for the Max Factor brand's distribution in Spain for more than 15 years.



Looks from Puig-owned Carolina Herrera. Image credit: Carolina Herrera

The brand leader was always dedicated to expansion, inking a deal in 1987 with Ms. Herrera that agreed to the production of her fragrances, which was later followed by the purchase of her fashion division in 1995, which Mr. Puig negotiated.

In February 2019, King Felipe VI of Spain presented Planas with the Kingdom of Spain Award in recognition of his successful business career.

Mr. Puig is the father of four sons, including Puig chairman and chief executive officer Marc Puig, and one daughter.

In December 2020, Puig overhauled its business structure with the introduction of a trio of divisions: beauty and fashion, Charlotte Tilbury and derma. The new organization was put in place on Jan. 1., with the restructure representing an attempt to allow the company to reach 3 billion euro in sales, or \$3.6 billion at current exchange, by 2023 ([see story](#)).

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