

FRAGRANCE AND PERSONAL CARE

## Coty names Constantin Sklaventis new chief prestige officer

July 23, 2021



*Mr. Sklaventis will be overseeing all of Coty's prestige brands. Image credit: Beauty Packaging*

By LUXURY DAILY NEWS SERVICE

Beauty group Coty is announcing Constantin Sklaventis as its new chief prestige officer.

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On July 22, the beauty group announced the appointment of Mr. Sklaventis in his new role, effective on Sept. 6. Mr. Sklaventis will report to the CEO, Sue Y. Nabi, and will be overseeing all of Coty's prestige brands.

"Constantin is a proven and trusted leader in beauty, luxury and retail with more than 24 years of global general management and marketing experience," Ms. Nabi said in a statement.

"In his role, Constantin will continue to strengthen Coty's position as a worldwide leader in prestige fragrances and accelerate the recent milestones of our luxury makeup innovations, as well as build a skincare portfolio of complementary brands and the required global capabilities," she said. "Constantin's strategic approach to increasing consumer engagement and growing brand market share will be invaluable as we continue to make good progress against our key growth pillars."

### Striving to expand

Mr. Sklaventis previously held the position of senior vice president/general manager of North America at M A C Cosmetics. Before that, he spent more than 20 years at French beauty group L'Oréal, creating and executing global business models of new brands and growing sales for brands including Urban Decay, IT Cosmetics and Kiehl's.

In his new role at Coty, he will be responsible for one of Coty's strategic growth pillars, namely to become a key player in prestige makeup and expand on skincare.

"This is a really exciting time to be joining Coty," Mr. Sklaventis said in a statement. "Sue's clear vision for the future of the business and the experienced team in place to deliver on it, made this a highly attractive opportunity.

"I am looking forward to working with the team and our prestige brands licensors on new innovations to expand our presence in skincare and in the makeup space," he said.

In its latest appointment, Coty is continuing its forward-thinking.



*Marc Jacobs' popular Daisy fragrance line is produced by Coty. Image credit: Marc Jacobs*

Earlier this month, Coty announced a hands-free fragrance testing device that will be available for retailer use in the next 12 months.

After high tensions and increased demands for convenience during the COVID-19 pandemic, Coty is offering consumers a hygienic and innovative option for fragrance testing. Making the fragrance testing process less wasteful and overwhelming, the device will distribute a single droplet of liquid onto a consumer's arm or blotter ([see story](#)).

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