

FRAGRANCE AND PERSONAL CARE

LVMH acquires personal care brand L'Officine Universelle Buly

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The Parisian brand was relaunched in 2014 by Ramdane Touhami and Victoire de Taillac, inspired by Jean-Vincent Buly. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **LVMH** Mot Hennessy Louis Vuitton has acquired French personal care brand L'Officine Universelle Buly.

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After being supported for several years by the minority investment fund LVMH Luxury Ventures, the personal care brand is now joining LVMH's portfolio with 75 other maisons. Products from the brand include perfumes, face/body care and more, with the brand being known to offer personalized experiences in its shops.

"Buly perfectly matches the philosophy that we find in the maisons of the LVMH Group, combining an unparalleled heritage, craftsmanship and a unique experience in exceptional boutiques," said Bernard Arnault, chairman/CEO of the LVMH Group, in a statement.

"Its refined products enjoy a significant success around the world and we will do everything we can to ensure that this great family entrepreneurial adventure, led by Victoire de Taillac and Ramdane Touhami, continues to grow within the LVMH family."

Officially part of the LVMH family

The Parisian brand was relaunched in 2014 by Ramdane Touhami and Victoire de Taillac, inspired by Jean-Vincent Buly, an emblematic perfumer of the 19th century.

L'Officine Universelle Buly, like LVMH and its brands, has fostered an ethos of shared heritage and modernity, tradition and innovation.

With this acquisition, the beauty label will now be more actively able to pursue growth and development, fostering its brand placement under a world leader in luxury.



The beauty brand has outposts in Paris, Hong Kong, Tokyo, San Francisco and elsewhere. Image credit: Officine Universelle Buly

"Since 2014, we have been keen to revive an iconic Parisian maison, with a powerful and unusual universe, drawing its inspiration from forgotten or little-known beauty secrets," said Victoire de Taillac, cofounder and director of product strategy, image and communication of L'Officine Universelle Buly, in a statement.

"We know that Buly will remain true to its unique identity within LVMH, the birthplace of authentic and powerful maisons."

It has been a momentous and expansive year for LVMH.

The luxury industry is experiencing a flurry of M&A activity, perhaps best exemplified by the shrewd moves and investments made by LVMH.

LVMH showed that it was ready for a new round of acquisitions in 2019, when the group opened its pockets to make an offer to U.S. jeweler Tiffany & Co. Since then, in the challenging climate of the COVID-19 era, luxury conglomerates have been paying up for new opportunities to increase market share with LVMH building its dominance over rivals Kering and Richemont ([see story](#)).

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