

FRAGRANCE AND PERSONAL CARE

Este Lauder international group president leaving company

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Cedric Prouv has been with the beauty company for nearly three decades. Image credit: Este Lauder Companies

By LUXURY DAILY NEWS SERVICE

Beauty group Este Lauder Companies (ELC) has announced international group president Cedric Prouv is retiring after serving the company for 27 years.

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Although his successor has yet to be announced, this individual will begin working alongside Mr. Prouv in February 2022 to ensure a smooth and successful transition. Mr. Prouv is expected to retire effective June 30, 2022.

"In a rapidly-changing industry, Cedric's strategic vision, inspiring leadership style and unique team-building abilities have been integral to the success of ELC's International business, and we are well-positioned for future growth," said Fabrizio Freda, president and CEO of Este Lauder Companies, in a statement.

"I have greatly enjoyed my close partnership with Cedric over the years, and I would like to thank him for leading our International organization with a great blend of enthusiasm, thoughtfulness, and most especially, kindness."

Moving forward

Under Mr. Prouv's leadership, ELC's international business has grown significantly since 2003, from making up nearly 43 percent of the business to 77 percent.



Throughout its most recent fiscal year, strong double-digit growth from La Mer was driven by significant strength among Chinese consumers in both mainland China and travel retail. Image credit: La Mer

During his time with Estée Lauder, the company's international organization has expanded to over 35 affiliates doing business in more than 150 countries and territories.

Mr. Prouv played an integral role in establishing the company's international structure, helping to develop and implement ELC's regional and affiliate framework. Within that structure, he has built a diverse team of global and local experts, fostering close relationships with global retailers and commercial partners.

Mr. Prouv also sponsored a multitude of initiatives and strategic transformational priorities to help ensure the company builds appropriate capabilities in the Asia Pacific region and China.

In 1994, Mr. Prouv joined the company as general manager for travel retail in the Asia Pacific region and soon became general manager for the Singapore affiliate. He also served as vice president and general manager of travel retail worldwide.

In August, the group reported net sales of \$16.22 billion for its fiscal year ending June 30, 2021, up from \$14.29 billion in the prior-year period.

Estée Lauder delivered double-digit growth, reflecting growth in all regions, with significant strength in mainland China, as well as double-digit growth in travel retail and online ([see story](#)).

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