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Este Lauder Companies elevates Guillaume Jesel to lead Balmain Beauty

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Mr. Jesel is being promoted to president of global brands, Tom Ford Beauty, Balmain Beauty and luxury business development. Image credit: Business Wire

By LUXURY DAILY NEWS SERVICE

U.S. beauty group Este Lauder Companies is elevating the role of one of its internal leaders, Guillaume Jesel.

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Mr. Jesel is being promoted to president of global brands, Tom Ford Beauty, Balmain Beauty and luxury business development, further elevating his position to advise on acquisitions and investment strategy. In his new position, he will be responsible for overall strategic direction, global development, management and growth of Balmain Beauty, while continuing to oversee Tom Ford Beauty.

"Guillaume is one of the most creative and passionate executives that I have seen in the industry today and I know he will help build Balmain Beauty into a global beauty brand for all," said Olivier Rousteing, creative director of Balmain Beauty, in a statement.

Bright sights ahead

Mr. Jesel and Este Lauder Companies have their sights set on a bright future, as the new president of global brands has proved he has an eye for innovation and leadership.

Having helped foster coveted brands and hero franchises, Mr. Jesel has also worked to lead Tom Ford Beauty for eight years, helping position the brand as a leader in luxury beauty.

His most recent role was global brand president, which he has served in since July 2016. In this role, he has helped the brand reach strong net sales growth on a compound annual basis while significantly improving its ranking.

Before his time leading Tom Ford Beauty, the executive worked for MAC Cosmetics for more than 10 years, helping elevate that brand to a #1 ranking in global prestige makeup.

He has also worked in several other senior roles within Este Lauder Companies, including vice president, global makeup marketing of Este Lauder and senior vice president, global and North America marketing for MAC Cosmetics.

With a successful FY22, it makes sense that the beauty group is looking to position itself for further growth.

Este Lauder Companies witnessed an outstanding FY22, reflecting a recovery in bricks-and-mortar stores.

Full year net sales increased 9 percent y-o-y, with organic net sales increasing by 8 percent driven by double-digit growth in The Americas, Europe and EMEA regions. Skin care once again served as the company's most profitable category, bringing in \$9.9 billion in 2022 ([see story](#)).

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