

FRAGRANCE AND PERSONAL CARE

Grace de Monaco's Brisa Carleton: Luxury Woman to Watch 2023

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Brisa Carleton

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 25 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Brisa Carleton
CEO

Grace de Monaco

New York

"Luxury connoisseurs are no longer simply focused on products that meet the highest standards of design and creativity, but are now demanding sustainability, transparency and a greater global conscience from the brands they love and choose to purchase"

What do you most like about your job?

It is a privilege to lead a purpose-driven luxury brand that represents such an iconic legacy.

Princess Grace's impact and influence live on not only through her timeless style, which inspires Grace de Monaco, but also through the example she set as a philanthropist and humanitarian.

We have an incredible team at the Grace de Monaco who are equally passionate about our exquisite products, and we take great pride in the fact that all revenues from the sale of Grace de Monaco products support Princess Grace's wish to nurture the brightest stars of tomorrow in theater, dance and film through the Princess Grace Foundation.

What is the biggest challenge in your work?

The biggest challenge we faced was creating an entirely new luxury brand that lives alongside established, centuries-old luxury houses globally.

It's incredibly important to us that we stay true to Princess Grace's ethos. During her lifetime she was passionate about supporting young artists and pursuing modern design, so we spent a lot of time ensuring that our fragrances and silks reflect a modern aesthetic that she would have wanted for today, rather than staying tied in the past.

We are fortunate to be working with top French luxury designers, many of whom have a personal link to Monaco, so we are able to obtain real authenticity in everything we create.

What is your work priority for 2023?

2023 is going to be an exciting year for us.

The Grace de Monaco team has worked tirelessly to produce our initial product offering and bring it to market in record time, despite the industry being upended due to inventory and supply chain issues over the last two years.

We launched initially with Neiman Marcus and have a roster of the world's renowned luxury retailers to follow.

Our priority is the global expansion of our brand as our new partnerships come to life in the U.K., Middle East and Asia.

What is your proudest achievement in luxury?

Launching the first-ever luxury brand created entirely for good is our greatest achievement to date.

We created a new business model as a modern way to continue to fund the Princess Grace Awards program whose mission is to uphold her legacy and her passion for supporting emerging artists.

Grace de Monaco is wholly owned by the Princess Grace Foundation, overseen by Prince Albert of Monaco, [and] which supports emerging artists in theater, dance and film.

How do you see luxury evolving in 2023?

Luxury connoisseurs are no longer simply focused on products that meet the highest standards of design and creativity, but are now demanding sustainability, transparency and a greater global conscience from the brands they love and choose to purchase.

I see this emphasis on purpose and positive impact becoming even more important in 2023 and into the future.

[Please click here to see the entire Luxury Women to Watch 2023 list](#)

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