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Sephora names veteran Guillaume Motte as CEO to spearhead global expansion

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Guillaume Motte. Image credit: (c) Eric Garault/Pascoandco, Sephora

By LUXURY DAILY NEWS SERVICE

Guillaume Motte will take over as president/CEO of LVMH-owned Sephora starting Jan. 1, ending a period of uncertainty at the world's leading prestige retailer of beauty and fragrance products.

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The news, announced by *WWD*, is a sort of homecoming for Mr. Motte after being named president of Sephora for Europe and Middle East in 2018. He is currently deputy CEO of the LVMH Fashion Group and will succeed Chris de Lapuente, currently head of LVMH's selective retailing division of which Sephora is a part.

"His experiences over the past two years in LVMH Fashion Group, alongside Sidney Toledano, have broadened his prestige brand-building expertise and deepened his already extensive retail and business skills at a global level," Mr. de Lapuente said in an internal memo obtained by *WWD*.

"Guillaume is an inspiring and much-admired leader who has always personified Sephora's unique passion and culture," he said.

Sephora, headquartered in San Francisco, sells beauty brands from the top luxury and prestige labels.

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Mr. Motte is charged with growing Sephora worldwide, especially in China and the United Kingdom as well as markets where local brands and global competitors such as Ulta vie for a piece of the beauty pie.

The previous CEO, Mr. de Lapuente, returned to the role after the sudden resignation of Martin Brok in June after serving two years in that role.

Mr. Motte will report to Mr. De Lapuente, who continues to head LVMH's selective retailing division.

"Guillaume has the wonderful balance of being strong on retail execution and yet strategic and forward-thinking in his outlook. He has deep understanding of all the elements that make Sephora the world's best loved beauty community," Mr. De Lapuente said in the memo.

"I have no doubt he will continue to build Sephora into the extraordinary premium beauty retailer we envision. I am extremely happy that we will be working together again."

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