

FRAGRANCE AND PERSONAL CARE

L'Oral France names new managing director

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L'Oreal Group names a new managing director amid other shake-ups. Image credit: L'Oreal Group

By LUXURY DAILY NEWS SERVICE

French cosmetics conglomerate **L'Oral Group** has appointed a new chief executive in a crucial EMEA market.

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Effective Jan. 1, 2023, Cline Brucker will serve as managing director for L'Oral France. For the last six years, Ms. Brucker held the position of general manager for L'Oral France's consumer division.

"I would like to thank all those who have supported me up to now whose management I am leaving after six years of profound transformation," said Ms. Brucker, in a statement.

Moving management

The move comes as the global beauty group which counts Lancme, Yves Saint Laurent and Giorgio Armani as members of its luxe portfolio reorganizes its leadership for the year.

Ms. Brucker takes over for Herv Navellou, who took charge in 2015 and will now serve as president. Myriam Bekkar-Schneider, who was appointed director of L'Oral Luxe France in 2020, is to take charge of Ms. Brucker's previous role.



L'Oreal rearranges, promoting Ms. Brucker. Image credit: L'Oreal

"Immense pride and recognition at the beginning of 2023 [marks] my appointment as managing director of L'Oral France, following Herv Navellou," Ms. Brucker said, in a statement.

Ms. Brucker has been working with L'Oral since 1997, first taking on a marketing position for the Group in the United States. In 2006 she took over the marketing director role at Garnier Europe, and in 2009, the executive was promoted to general manager of L'Oral Paris.

For more than two years, Ms. Brucker worked on behalf of the beauty and fragrance division at French fashion house Chanel, before returning to L'Oral in 2017.

Looking forward, Ms. Brucker plans to address the hurdles the brand is facing as a result of the region's retail landscape, one that is changing rapidly.

"With the L'Oral France Management Committee and their talented teams, we are already taking up the challenges before us, with the desire to bring to each of our consumers, the Beauty that moves the world forward," she said, in a statement.

The switch-up follows L'Oral's move to step into the future by investing in circular beauty solutions ([see story](#)).

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