

FRAGRANCE AND PERSONAL CARE

Kering appoints Raffaella Cornaggia as CEO of new beauty entity

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Ms. Cornaggia brings 25 years of beauty industry experience to her new role. Image credit: Kering

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **Kering** has created a new beauty entity and has appointed Raffaella Cornaggia as its CEO.

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Ms. Cornaggia brings 25 years of beauty industry experience to Kering Beaut, formed to support the expansion of the beauty. With this new position, she joins Kering's executive committee and will report to group managing director Jean-Francois Palus.

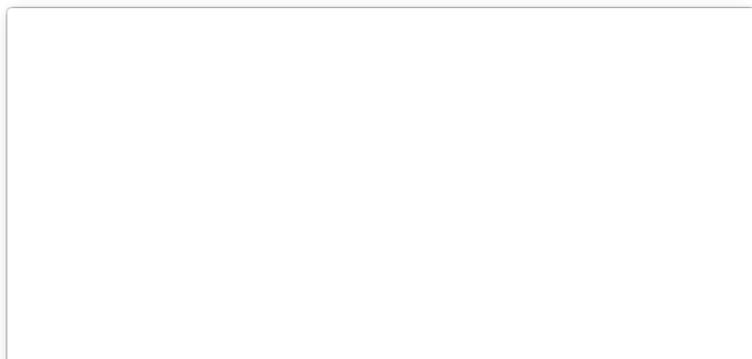
"I am delighted to welcome Raffaella Cornaggia, who brings us considerable experience in a segment that we see as strategically important for our houses," said Mr. Palus in a statement.

"We are building this new area of expertise within our Group to ensure that our brands can fulfill their potential in this category."

Power in beauty

Ms. Cornaggia has held a number of senior positions at several of the world's leading beauty brands.

Before joining Kering Beaut, she spent 14 years at U.S. beauty group Este Lauder Company. Her experience includes working across a variety of industry brands such as Pomellato, Alexander McQueen and Balenciaga.



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Her most recent role there was that of senior vice president and general manager of international business at Este Lauder and Aerin.

She first joined Este Lauder in 2008, just as it had created its Europe Middle East and Asia (EMEA) region. In her first role, she acted as regional marketing brand director EMEA for both the company and Tom Ford Beauty.

Ms. Cornaggia is credited with heading the expansion of Este Lauder and Aerin's travel retail business throughout the world, beginning in 2017.

In addition, she has acted as vice president and general manager for MAC Cosmetics, as well as global vice president of marketing for Chanel's makeup division.

Aside from placing women in positions of leadership, the Kering conglomerate lends its support to professional women in a number of other ways.

In 2015, it launched the Women in Motion mentorship program to support female filmmakers in their endeavors as well as raise the profile of female-focused cinema. In November of 2022, the group invited fifteen new applicants to apply to the program ([see story](#)).

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