

COMMERCE

LVMH appoints new beauty CEO, announces major shifts amid division

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Stphane Rinderknech, LVMH's new chief executive and chairman, spent 15 years at L'Oreal before joining the conglomerate last year. Image credit: LVMH/Jean-Franois Robert

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH is making changes to the C-Suite of its beauty division.

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The group has named Stphane Rinderknech CEO and chairman of **LVMH Beauty**, a position he will take on while remaining CEO and chairman of LVMH hospitality excellence. Portfolio brands **Guerlain**, **Make Up For Ever** and **Christian Dior** have rearranged some of their key players, naming new chief executives in addition.

Faces of beauty

Before initially joining LVMH in June of 2022, Mr. Rinderknech, a graduate of Paris' renowned ISG business school, spent 15 years working for L'Oreal.

He predominantly oversaw the brand's Chinese market, before acting as president of the North American zone. Since 2023, the leader has been a member of LVMH's executive committee.



Selections from Christian Dior's fragrance and beauty line. Image credit: Christian Dior

In this new position, Mr. Rinderknech will manage and direct the group's 15 beauty houses which include Make Up For Ever, Guerlain and Parfums Christian Dior. All three of these brands have appointed new leaders of their own.

Veronique Courtois, who has served as president and CEO of Guerlain since 2019, will transfer those titles to Parfums Christian Dior. This marks a return to Dior's perfume division, where Ms. Courtois spent seven years as brand general director from 2012 to 2019.

Succeeding her as CEO and president at Guerlain will be Gabrielle Saint-Genis Rodriguez, who has served as CEO of Make Up For Ever since June 2019. Ms. Rodriguez, too, spent years in positions of leadership at Parfums Christian Dior and, like Mr. Rinderknech, joined the group after years working for beauty group L'Oral.

Filling Ms. Rodriguez's role as CEO and president at Make Up For Ever will be Charles-Henri Levallant, who previously served as chief digital officer at Louis Vuitton, and before that, as advisor to the chairman and CEO of LVMH.

The conglomerate began 2023 with similar in-house reorganizing.

In January, then-chairman and CEO of Christian Dior Couture Pietro Beccari took over at Louis Vuitton as CEO.

Mr. Beccari named Delphine Arnault, then-executive vice president of Louis Vuitton as his successor ([see story](#)).

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