

COMMERCE

Luxury beauty veteran to head Mandarin Oriental as CEO

May 3, 2023



Laurent Kleitman's experiences in modern brand building and experiential marketing will set the tone for growth. Image credit: Mandarin Oriental

By LUXURY DAILY NEWS SERVICE

Hospitality brand Mandarin Oriental has appointed a fresh face to succeed current lead James Riley in leading the company.

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Effective as of Sep. 1, 2023, Laurent Kleitman will take the reins as chief executive officer of the company. The hotel group welcomes Mr. Kleitman's experience in executive positions at some of the biggest names in luxury beauty including French fashion house Dior's beauty division and U.S. beauty group Coty.

"With Laurent's leadership, we will continue to grow our global portfolio of luxury hotels, resorts and residences," said Ben Keswick, chairman at [Mandarin Oriental International Limited](#), in a statement.

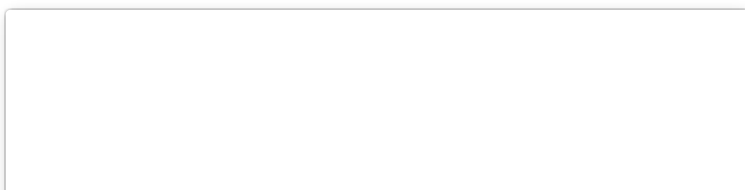
"Building on Mandarin Oriental's renowned legendary service, he will further evolve our brand for our guests, delivering 21st-century luxury hospitality and lifestyle experiences steeped in a rich and proud Asian heritage," Mr. Keswick said. "I am delighted to welcome Laurent to Mandarin Oriental."

Future-facing

Mr. Kleitman will guide Mandarin Oriental, stepping into a role that oversees a total of 25 properties currently under development, all opening within the next five years.

The company's new lead rose to his current standing having spearheaded brand evolution and innovation-forward growth, with focuses on modern brand building and experiential marketing.

He has also specialized throughout his career in building out digital platforms, helping his teams reach new consumer segments and younger demographics.



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A post shared by Mandarin Oriental Hotel Group (@mo_hotels)

Mr. Kleitman served as president of consumer beauty at Coty, and before that, held global and domestic leadership positions for 25 years at Unilever within the personal care, home care and food categories.

Most recently, he was the president and chief executive of Parfums Christian Dior, joining the LVMH-owned brand in 2019. There, he managed digital pushes, heightening engagement and immersive, customer-facing touchpoints across the perfume, skincare and makeup categories.

As Mr. Riley steps down on July 31, 2023, after 30 years with the group and 7 years as CEO, he will remain available to help with the transition.

Mandarin Oriental has been exploring a number of booming trends amidst the changing hospitality landscape, from offline branded residences ([see story](#)) to online podcast offerings ([see story](#)).

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