

COMMERCE

Richemont launches in-house luxury beauty division

September 7, 2023



As beauty continues to defy earnings expectations, luxury groups are increasingly showing interest in ownership over their fragrance, skincare and cosmetics channels. Image credit: Chlo

By LUXURY DAILY NEWS SERVICE

Swiss luxury conglomerate Richemont is announcing the launch of a new platform, one that will house products tied to a lucrative category.

The group is creating a beauty and perfume division, tapping Dutch-born Swiss national Boet Brinkgreve to lead its new Laboratoire de Haute Parfumerie et Beauté unit as CEO. With the introduction, Richemont joins a list of luxury entities increasingly showing interest in ownership over their fragrance, skincare and cosmetics channels as beauty continues to defy earnings expectations.

"Boet will establish and lead our new Laboratoire de Haute Parfumerie et Beauté to enable our six maisons already involved in fragrance to reach critical mass in this highly competitive field, where scale is crucial," said Johann Rupert, chairman at [Richemont](#), in a statement.

"In partnership with the maisons, and while respecting their unique high-end positioning, the platform will leverage resources across our maisons to help develop the most refined creations and promising licenses," Mr. Rupert said. "Boet's role will be instrumental in enabling our maisons to reach their full potential in this dynamic market, broadening their clientele base whilst enhancing the Maisons' capabilities to meet the needs of their highly discerning clientele.

"With his deep knowledge of the fragrance industry, prior success in driving new ventures, remarkable track record in building winning international teams and commitment to sourcing sustainable ingredients, I am convinced that Boet will prove to be a notable addition to the Group."

Beauty boost

Effective Sept. 1, Mr. Brinkgreve's appointment to a newly-created role kickstarts Richemont's next era in beauty.

The executive will report directly to Mr. Rupert, bringing with him a 30-year career holding top positions at companies across the chemical, fragrance and flavor industries, throughout the United States, China and Europe, according to his employer.

The leader was most recently stationed at fragrance manufacturer DSM-Firmenich AG as president of the ingredients division and group procurement. There, Mr. Brinkgreve also served as a member of the executive committee.

The announcement arrives as a number of luxury players, from Italian fashion house Prada adding makeup to its lineup last month to French luxury conglomerate Kering's beauty department debut in February of this year ([see story](#)), continue to take action amid the category, and for good reason.



Mr. Brinkgreve brings extensive experience working within the business of beauty to Richemont's newest unit. Image credit: Boet Brinkgreve/LinkedIn

Beauty sales as a whole tend to remain relatively unphased by monetary pressures the economic concept is colloquially known as the "Lipstick Index" proving resilient in the face of slowdowns at the apparel and accessories brands that comprise the bulk of many holding companies' belongings.

In the midst of the COVID-19 pandemic, experts extolled that conglomerates with diverse portfolios were more readily able to survive shifts in the market ([see story](#)).

High-end beauty has also proven especially resilient as of late. U.S. beauty group Coty, for instance, grew its prestige category by 13 percent annually in 2023, per the corporation's most recent earnings report ([see story](#)).

All in all, Richemont's move strikes as particularly strategic, as it continues to snag stakes in fast-growing companies ([see story](#)), showing success by way of boosted fiscals ([see story](#)).