

FRAGRANCE AND PERSONAL CARE

Estee Lauder Cos. to open fragrance atelier in Paris

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Led by a team of dedicated fragrance experts, the corporation will establish an atelier in Paris by the end of next year. Image credit: Estee Lauder

By LUXURY DAILY NEWS SERVICE

U.S. beauty group Estee Lauder Companies is establishing a new hub in France, a country that has historically played a key role in the production of world-famous perfumes.

Led by a team of dedicated fragrance experts, the corporation plans to establish an atelier in Paris by the end of next year. The workshop will focus on developing innovative products, packaging, and concepts, bringing luxury scents to market at greater speeds and furthering Estee Lauder Companies' ambitions within the prestige category after 10 consecutive, double-digit quarters of organic beauty sales growth.

"ELC's continued commitment to its long-term fragrance strategy is built on this extraordinary heritage of creativity and innovation," said Fabrizio Freda, president and CEO of [Estee Lauder Companies](#), in a statement.

"The power of the company's fragrance portfolio, bolstered by the strategic support of the Atelier, positions the company well to drive future growth and value in this dynamic and fast-growing category, enabling ELC to continue to deliver exceptional luxury and prestige fragrances to consumers worldwide."

Pushing forward

The atelier will provide holistic support for the high-end brands that exist across the company's portfolio, including *ditions de Parfums Frdric Malle*, *Jo Malone London*, *Kilian Paris*, *Le Labo* and *Tom Ford*, among others.

Stationed closer to fragrance partners, ingredient suppliers and manufacturing networks, the conglomerate aims to enable deeper co-creation and collaboration with external partners on-site as it eyes compelling long-term growth opportunities.



The forthcoming fragrance atelier aims to fuel the beauty group's growth, taking advantage of new business synergies. Image credit: Estée Lauder

Estée Lauder has seen a 40 percent uptick in net sales in its fragrance division since its 2019 fiscal year situated in the midst of the COVID-19 pandemic giving the green light to this new project.

"We are thrilled to announce the establishment of our new Atelier," said Stéphane de La Faverie, executive group president of Estée Lauder Companies, in a statement.

"Serving as an innovation enabler across our fragrance portfolio, its location will give us direct access to some of the best creative design resources, industry talent and local suppliers and perfumers, to help continue to accelerate our momentum in this exciting category.

The luxury fragrance market is booming, with several maisons and conglomerates including fellow U.S. beauty group Coty ([see story](#)) exceeding fiscal expectations within the segment lately.

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