

COMMERCE

Bidding on home fragrances, L'Occitane Group to buy Dr. Vranjes Firenze

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Available in more than 75 countries, Dr. Vranjes Firenze sells luxury home diffusers and scented candles, recently expanding into personal fragrances. Image credit: L'Occitane Group

By LUXURY DAILY NEWS SERVICE

French cosmetics conglomerate L'Occitane Group is welcoming a new label into its portfolio.

The group has set out to acquire Italian home fragrance company Dr. Vranjes Firenze from British private equity firm Bluegem. Valued at \$164 million according to reports from *Reuters*, the deal is expected to close at the end of the first quarter of 2024.

"We are thrilled to continue to grow our global brand portfolio with the addition of Dr. Vranjes Firenze, which is complementary to our existing collection of premium beauty and fragrance brands, each with a strong identity and a genuine desire to make a difference," said Reinold Geiger, chairman of the **L'Occitane Group**, in a statement.

New aromas

Dr. Vranjes Firenze's main business is in luxury home diffusers and scented candles. It also boasts a growing line of personal fragrances.

Founded in 1983 by Paolo Vranjes, the brand's business proposition involves bringing new technologies to olfactory operations influenced by its Florentine roots, placing a focus on research and product development.

Over 40 years after its establishment, the label is available in more than 75 countries at upward of 650 points of sale and across 28 mono-brand stores.

"Our brand has undergone meaningful growth while honoring the rich heritage of Dr. Vranjes Firenze," said Mr. Vranjes, in a statement.

"It is with great pride that I hand over the legacy of Dr. Vranjes Firenze to the L'Occitane Group, which is known for its distinguished heritage and expansive global reach."

Luxury has been apt to purchase clinical and science-based beauty products in recent months. Japanese beauty group Shiseido bought New York-based brand Dr. Dennis Gross Skincare last month ([see story](#)).

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