

FRAGRANCE AND PERSONAL CARE

# Puig swaps corporate offices in NYC

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*The company has moved its U.S. employees to Rockefeller Center. Image credit: Puig*

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By LUXURY DAILY NEWS SERVICE

Spanish fashion and fragrance business Puig is spreading the word on a workforce relocation.

The corporation makes its move to new U.S. offices in New York City official this month. Doubling the amount of space available to employees, the transition recognizes the Americas and its growing beauty and cosmetics segment, aiming to reinforce Puig's presence stateside with the shift to Rockefeller Center.

"With its rich artistic and architectural heritage, Rockefeller Center has long served as an international cultural, media and business hub," said Laurie Labesque, vice president of North America at **Puig**, in a statement.

"Making it our home marks a new chapter for Puig in the U.S. and reiterates our commitment to bolstering our presence in this fast-growing beauty market," Ms. Labesque said. "We believe investing in an inspiring and dynamic workspace is critical to creating an environment that empowers our employees and reinforces our dynamic and collaborative culture of innovation."

## **Manhattan views**

Previously operating out of a building on Madison Avenue, Puig has found a new home at 45 Rockefeller Plaza, where the leases have secured more than 25,000 square feet.

The 32nd-floor stop features two private terraces and dedicated quiet areas, as well as open areas for relaxation and group projects.

Integrated throughout, state-of-the-art technology is said to meet the highest energy consumption and carbon footprint reduction standards, according to a statement.



*The new space meets the company's sustainability requirements. Image credit: Puig*

Joined by Ms. Labesque, chief operating officer Javier Bach, executive vice president of the Americas Pedro Escudero and other executives, chairman and CEO Marc Puig hosted an opening ceremony on Feb. 7.

So far this year, Puig has updated its regional hub and enhanced its portfolio. In January, the company acquired high-end German skincare brand Dr. Barbara Sturm ([see story](#)).

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