

## The L'OCCITANE Group unveils OBRATORI, its start-up studio located, in Marseille, in the heart of the *Cité de l'Innovation et des Savoirs Aix-Marseille*, to reveal the future of cosmetics and well-being

**GENEVA, 26<sup>th</sup> September 2018 – The L'OCCITANE Group, the leading manufacturer and retailer of natural cosmetics comprising 5 beauty brands, announces today the opening of OBRATORI, its start-up studio in the heart of the *Cité de l'Innovation et des Savoirs Aix-Marseille (CISAM)*, the former emblematic art-deco building of the Castel, in Marseille.**

For Reinold Geiger, CEO of the L'OCCITANE Group, the opening of the start-up studio OBRATORI will enable new ideas to be explored and developed in a fast-moving world. "The L'OCCITANE Group has always been keen to initiate entrepreneurship and perpetual renewal, it's in our DNA." He continues: "The creation of start-ups around the world is an economic revolution whose consequences will be seen very quickly, they have become the most important actors in the entrepreneurial system."

OBRATORI, a partner since the genesis of this project led by Aix-Marseille University and the Metropole Aix-Marseille Provence, will welcome a dozen of selected start-ups within the *Cité de l'Innovation et des Savoirs Aix-Marseille (CISAM)*. It occupies the 2nd floor of the famous Castel building and can accommodate up to 108 workstations that will be dedicated to entrepreneurs.

Amaury Godron, General Manager of the start-up studio OBRATORI says: "We are aware that innovation is key to identify new breakthrough ideas. We are proud to bring the next generation of entrepreneurs through our partnership with Aix-Marseille University and the support of the Aix-Marseille Provence Metropole and the South Region."

The start-ups sought are those in cosmetics and well-being, as well as in the digitalisation of solutions for retail and early growth which require technical, financial, commercial, marketing or other support. The blend of product, digital and other start-ups is a must-have, according to OBRATORI, to jointly develop strong synergies of innovation and to explore new concepts, ideas, products, services and brands.

Specifically, the selected start-ups will follow a support program lasting a maximum of 23 months. They will benefit from an adapted workspace, the support of the internal resources of OBRATORI, a network of experts and mentors, and the ecosystem of the L'OCCITANE Group. For Ingo Dauer, General Manager at OBRATORI: "These are tailor-made programs. A start-up may need research expertise, marketing expertise, international visibility ..."

In order to better meet the technological needs of its incubated start-ups, OBRATORI has equipped the 950m2 space with an L2 cellular research laboratory and a MIT compliant FabLab.

OBRATORI offers its guidance and tailored-made support to French companies and international start-ups based in Marseille.

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**About OBRATORI**

*OBRATORI, the start-up studio that boosts your ideas and transforms your achievements into business. OBRATORI is the incubator and accelerator of innovation-oriented projects in the fields of cosmetics, wellbeing, and digital solutions for distribution. Created by the L'OCCITANE Group and supported by many private and public partners, OBRATORI aims to promote job creation in the South region, through the creation of innovative companies.*

For more information: [www.obratori.com](http://www.obratori.com) / @Obratori

**About the L'OCCITANE Group**

*The L'OCCITANE Group is a leading natural ingredient-based cosmetics and well-being producer and retailer with more than 3,000 retail outlets in 90 countries. A global leader in the premium beauty market, the group offers high quality products that are produced using cutting-edge technology and natural and traceable ingredients that respect the environment. The L'OCCITANE Group has five brands: L'OCCITANE en Provence, Melvita, Erborian, L'OCCITANE au Brésil and LimeLife by Alcone.*

For more information: <https://group.loccitane.com/>

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