



## ***L'Occitane au Brésil* celebrates five-year anniversary with new brand identity**

*The brand commemorated the date by launching a new logo and opening its  
first flagship store in the state capital of São Paulo*

**São Paulo, September 2018** – Launched in 2013, *L'Occitane au Brésil*, the French-Brazilian brand of the **L'OCCITANE Group**, is celebrating its first five years of business by presenting a new brand identity. The new design aims to build upon the brand's significant history, revive its French essence and celebrate the beauty of Brazil.

*L'Occitane au Brésil's* history began with ingredients derived from five of the country's ecosystems, interpreted by Brazilian artists. It then began to feature both the country's natural and cultural riches, resulting in an unforgettable set of beauty experiences.

The brand is now bringing a new Brazilian perspective to the local market by introducing a French look and feel, creating an unpredictable and unique blend of colourful elegance, surprising chic and sophisticated improvisation. True Brazilian spirit can be found in every fragrance, bottle and texture and, with this unique blend of essences, Brazil transforms to *Brésil*.

*L'Occitane au Brésil* is looking to convey the vast and diverse beauty of Brazil into true and passionate stories through a sharp vision that is bursting in details and new perspectives. A vision that recognises that Mandacaru has a new story to tell, that Vitória-Régia is much more than just a legend, and that the joy of Olinda is more than just a city. By doing so, the brand is showing that every subtle gesture has a touch of Brazil within it.

"The new *L'Occitane au Brésil* brand identity prompted us to reconnect with our French essence," said Victoria Gallo, Marketing Director for *L'Occitane au Brésil*. "Our brand exists thanks to the traditions and cosmetic expertise from France, blended with the shapes, colours, joy, plurality and spontaneity of Brazil. We therefore represent **France by essence, Brazil by nature**," said Gallo.

To reinforce the new positioning of "France by essence, Brazil by nature," the brand is also offering something fresh in its new visual identity. The new design has been developed in partnership with branding agency **Pharus**. The *L'Occitane au Brésil* logo now has more personality thanks to a meaningful icon that has been inspired by the natural lines that permeate the brand's true stories, including local artist drawings, rivers, tree trunks and flowers. The new visual identity further reasserts the France-Brazil connection, bringing the French elegance of L'OCCITANE en Provence into the design, with a touch of Brazil in the rhythmical and unpredictable curves.

Red continues to be the brand's primary institutional colour, but it is now married with an off-white tone to add more sophistication. Orange also features, perfectly completing a colour palette that



radiates modernism and joy. In addition, the different shapes, textures and colours of Brazil make up the five new institutional visual keys, developed with typical national resources such as jute, wood and straw, and with ingredients already recognised in the brand, such as bromeliad and star fruit.

The new logo was launched at the same time as the opening of the *L'Occitane au Brésil* flagship store at Shopping Pátio Higienópolis in São Paulo/SP, the first unit to introduce this visual identity. The flagship also features the “Brazilian Home” concept, developed by the brand architecture team in partnership with the design agency **Centdegrés**, inspired by the typical style of interiors in our country and the friendly and hospitable way in which Brazilians welcome others into their homes. The shop floor covers 52m<sup>2</sup> and features a double central sink to offer customers a unique and memorable way to test and play with products.

**Shopping Pátio Higienópolis** - Avenida Higienópolis, nº 618 - Piso Veiga Filho  
Higienópolis – São Paulo, SP

#### **About L'Occitane au Brésil**

*L'Occitane au Brésil is French by essence and Brazilian by nature. The brand represents a French take on the diverse beauty of Brazil – its ingredients, gestures, and cultural traditions – and translates the country's natural and cultural wealth into top quality cosmetics. Each brand product transmits a true, passionate story, with the sustainable extraction of national ingredients from small producer communities and Brazilian artists who transform the product concepts into images that highlight the Brazilian spirit. Launched in 2013, L'Occitane au Brésil has more than 180 sales outlets in 21 states, along with the online shop [atloccitaneaubresil.com](http://atloccitaneaubresil.com), and is part of the L'OCCITANE Group.*

[loccitaneaubresil.com](http://loccitaneaubresil.com)  
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**L'Occitane au Brésil**: France by essence, Brazil by nature.

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