

Yves Blouin appointed L'OCCITANE Group Managing Director

GENEVA, 14 January 2021 – L'OCCITANE Group announces the appointment of Yves Blouin as Executive Director and Group Managing Director, effective 18 January 2021. He will report directly to Reinold Geiger, Chairman and Chief Executive Officer of the L'OCCITANE Group.

Yves Blouin, aged 56, worked with Chanel from 1993 to 2019, holding positions as Managing Director and General Manager in South-East Asia, China, Japan, the Middle East and India. He has a long and successful track record managing diverse and complex markets and developing a customer-oriented culture. On the corporate responsibility front, Yves Blouin has initiated energy-saving and recycling programmes and promoted diversity among his teams.

Mr Blouin holds a bachelor's degree in management and attended the Harvard Business School Advanced Management Programme.

Reinold Geiger, Chairman and Chief Executive Officer of the L'OCCITANE Group:
'Yves Blouin's long-standing work experience in Asia, which accounts for almost 50% of the Group's activity, and his extensive expertise in leading global luxury and cosmetics brands will be a great asset as the Group continues its drive for growth and profitability.'

Yves Blouin succeeds Sylvain Desjonquères, who will be leaving his position as Group Managing Director while continuing to support the company by serving on the Board of L'Occitane Groupe S.A., the parent company.

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About the L'OCCITANE Group

The L'OCCITANE Group is an international group that manufactures and retails beauty and well-being products that are rich in natural and organic ingredients. A global leader in the premium beauty market, the Group has more than 3,400 retail outlets, including more than 1,600 owned stores, and is present in 90 countries. Through its six brands – L'OCCITANE en Provence, Melvita, Erborian, L'OCCITANE au Brésil, LimeLife and ELEMIS – the Group offers new and extraordinary beauty experiences, using high-quality products that respect nature, the environment and the people in it.

