

Press release

## L'OCCITANE Group acquires Italian luxury home fragrance brand Dr. Vranjes Firenze

Geneva, 4 January 2024 – **The L'OCCITANE Group, a pioneer in premium sustainable beauty and wellness and a certified B Corporation™, today announced its acquisition of Italian luxury home fragrance brand Dr. Vranjes Firenze. This marks another step in the Group's strategy to build a geographically balanced portfolio of strong premium beauty and fragrance brands.**

Created in 1983 by Dr. Paolo Vranjes, Dr. Vranjes Firenze encapsulates the essence of Florentine artisanship combined with the innovation of fragrance science. For over 40 years, the brand has been at the forefront of luxury home scents, with a reach spanning over 75 countries and a robust network including 28 mono-brand stores and 650 points of sale. With an emphasis on in-house production and R&D, Dr. Vranjes has consistently delivered 'Made in Florence' experiences through its celebrated home diffusers, scented candles and a growing line of personal fragrances that are destined to become an integral part of the brand's prestigious portfolio.

Reinold Geiger, Chairman of the L'OCCITANE Group, said: '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.'

Paolo Vranjes, Founder and Chairman of Dr. Vranjes Firenze, said: 'Our brand has undergone meaningful growth while honouring the rich heritage of Dr. Vranjes Firenze. 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.'

The completion of the transaction is expected at the end of the first quarter of 2024.

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### Media contact

L'OCCITANE Group | Marianna Fellmann | +41 (0)22 561 09 30 | [groupcommunication@loccitane.com](mailto:groupcommunication@loccitane.com)

### About Dr. Vranjes Firenze

*Dr. Vranjes Firenze, created by Dr. Paolo Vranjes in 1983, encapsulates the essence of Florentine artisanship combined with the innovation of fragrance science. For over 40 years, the brand has been at the forefront of luxury home scents, with a reach spanning over 75 countries and a robust network including 28 mono-brand stores and 650 points of sale. With an emphasis on in-house production and R&D, Dr. Vranjes Firenze has consistently delivered 'Made in Florence' experiences through its celebrated home diffusers, scented candles and a growing line of personal fragrances that are destined to become an integral part of the brand's prestigious portfolio.*

*For further information, visit <https://drvranjes.com/>.*

### About the L'OCCITANE Group

*The L'OCCITANE Group is a leading international manufacturer and retailer of premium and sustainable beauty and wellness products. The Group operates in 90 countries worldwide and has 3,000 retail outlets, including over 1,300 of its own stores. Within its portfolio of premium beauty brands that champion organic and natural ingredients are: L'OCCITANE en Provence, Melvita, Erborian, L'OCCITANE au Brésil, LimeLife by Alcone, ELEMIS, Sol de Janeiro and Grown Alchemist. With its nature-positive vision and entrepreneurial ethos, L'OCCITANE Group is committed to investing in communities, biodiversity, reducing waste and finding sustainable solutions to create a better and healthier planet. The mission statement of the Group is: With empowerment we positively impact people and regenerate nature. The L'OCCITANE Group is a certified B Corporation™.*

*For more information about our people and our brands, visit us at <https://group.loccitane.com>*