

Press Release

L'OCCITANE Group Announces Leadership Transition at Sol de Janeiro, Appoints Jordan Saxemard as CEO

Geneva, 29 April 2026 – The L'OCCITANE Group today announced a leadership transition at Sol de Janeiro. Jordan Saxemard, Chief Marketing and Digital Officer for Sol de Janeiro, has been appointed Chief Executive Officer.

Jordan Saxemard succeeds Heela Yang, who is no longer with the company. The L'OCCITANE Group acknowledges Heela Yang's role as Co-founder of Sol de Janeiro and her contributions in establishing the brand.

A global executive and creative leader with over two decades of experience building some of the world's most admired brands, Jordan Saxemard brings deep expertise in brand development, digital acceleration, and organisational leadership. The Group has full confidence in his ability to lead at scale, drive operational discipline, and execute against Sol de Janeiro's strategic priorities.

'Jordan Saxemard has already made a significant impact at Sol de Janeiro. This transition ensures continuity of leadership and positions him well to build on the brand's strong momentum as it enters this next chapter,' said Reinold Geiger, L'OCCITANE Group Chairman and CEO.

'Sol de Janeiro has always stood for something bigger than beauty – it's a celebration of joy, sensuality, and self-expression, rooted in the warmth of the Brazilian spirit,' said Jordan Saxemard. 'I'm energised to build on that foundation and expand the brand's global presence and impact with clarity, discipline, and creative boldness – while staying true to what makes it unique.'

Media contact

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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 more than 90 countries worldwide, with a network of almost 5,000 retail locations. Within its portfolio of premium beauty brands that champion organic and natural ingredients are: L'Occitane en Provence, Melvita, Erborian, L'Occitane au Brésil, ELEMIS, Sol de Janeiro and Vranjes Firenze. With its nature-positive vision and entrepreneurial ethos, L'OCCITANE Group is committed to investing in communities, biodiversity, reducing waste and to 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 Corp™.

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

About Sol de Janeiro

Sol de Janeiro is the award-winning beauty brand with a mission to spark self-celebration, radiant joy and connection through highly efficacious body care line and transportive fragrances. Founded in 2015, the brand has quickly become a category leader, beloved for its clinically proven formulas, luscious textures, and sensorial experiences. With a global community spanning generations and geographies, Sol de Janeiro has earned top honours, including TIME 100's Most Influential Companies, Fast Company's World's Most Innovative Companies, and WWD's 2024 Beauty Inc Power Brands. Available at Sephora and online at soldejaneiro.com, Sol de Janeiro is rooted in the belief that beauty is an attitude, not a standard.

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