

Shiseido Group EMEA Appoints Guillaume Gellusseau Global Vice President for Designer Brands, Serge Lutens & Fragrance Center of Excellence

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As part of its overall VISION 2020 worldwide strategy, Shiseido Group EMEA President and CEO Mr. Louis Desazars announced last October 2016 the creation of a new Global Fragrance Center of Excellence in EMEA in response to the Group's strong ambition.

In this context, Shiseido Group EMEA today announces the nomination of M. Guillaume Gellusseau as Global Vice President, Designer Brands, Serge Lutens & Fragrance Center of Excellence.

M. Gellusseau primary responsibility will be to drive Shiseido Group's state-of-the-art fragrance expertise in creating new and unique fragrances and develop the existing portfolio of designer brands such as Narciso Rodriguez, Issey Miyake or Serge Lutens to make Shiseido Group a key player in the fragrance industry worldwide. Member of the executive committee, he will directly report to Mr. Louis Desazars.

Guillaume comes across as a talented marketing executive who differentiates himself by the diversity of his experience. Graduated from HEC in 1994, Guillaume has a background of more than 20 years of experience in luxury beauty and retail. He started his career at Parfums Christian Dior in the UK in 1994 and came back to France in 1996 with Kraft. He then worked at Yves Saint Laurent Parfums (1997-1999) and followed his path in the Beauty industry joining L'Oréal where he has held several leadership positions during 8 years, including Global Marketing Vice President for Lancôme Fragrances and Marketing Vice President Designer Brands for the French Market. After holding the position of Global Marketing & Communication Vice President (2008-2011) at Baccarat, Guillaume was most recently leading Marketing and Image for Le Bon Marché Rive Gauche and La Grande Épicerie de Paris at LVMH.

"Guillaume is a strong leader with a true passion for our industry and a great ability to transform and shape multiple brands into a cohesive organization. I am trustful that he will have a key role in the success and the growth of our fragrance brands internationally."
declares Louis Desazars.