
Press Release

Shiseido Announces Appointment of Isabelle GEX as President of Global Fragrances

May 25, 2018 – Shiseido Company, Limited (“Shiseido”) announced today the appointment of Isabelle GEX as President of Global Fragrances, effective June 11, 2018. She will manage Dolce&Gabbana, Narciso Rodriguez, Issey Miyake, Elie Saab, Zadig&Voltaire, Alaïa, and Serge Lutens*. She will also oversee Shiseido’s Fragrance Center of Excellence based in Paris, France. (*Note: Serge Lutens will continue working independently.)

As the President of Global Fragrances, Isabelle GEX will have the responsibility to lead and expand Shiseido’s fragrance business globally. She will set the growth strategy by developing the fragrance category vision and mid-term plans. She will also look for external growth opportunities through brand and/or license acquisitions while seeking to build and inspire a highly qualified team and maximize their performance. Audrey Briotet, Global Brand VP Dolce&Gabbana and Guillaume Gelluseau, Global VP Designer Brands, Serge Lutens & Fragrance Center of Excellence will both report to Isabelle GEX.

Isabelle GEX will be reporting to Franck Marilly, President & CEO of Shiseido EMEA and to Masahiko Uotani, Representative Director, President & CEO, Shiseido Company, Limited.

“Isabelle is a highly respected industry executive with a successful multi-track record of fragrance launches and expertise that will benefit our entire brand portfolio. I am sure that her visionary, strategic and strong brand management skills in combination with her customer centric knowhow and digital/e-commerce driven approach will allow us to reach our high expectations for the fragrance category” said Franck Marilly.

“The addition of Isabelle to our global management leadership team is a significant step for Shiseido to accelerate the growth of our fragrance business to achieve our aspirations toward and beyond 2020. Her rich experience in the global beauty business as well as entrepreneurial spirit will play an important role in the next stage of the transformational journey of Shiseido. I am so excited to welcome Isabelle to the Shiseido Family.” said Masahiko Uotani.

Isabelle GEX has an intensive career spanning over 25 years in the world of beauty and perfume. Particularly experienced in product development, she focuses on incorporating and embodying the codes and DNA of brands with strong identities in new creations, and infuses them with the style and image content necessary to turn them into remarkable products and international commercial successes.

Prior to joining Shiseido, Isabelle GEX was a CEO & founder of Stratlux and an active business angel investing and advising different start-ups providing innovative technologies in the luxury market. Previously she held several leadership roles in Chanel and LVMH.

1996-2001 Chanel, International Marketing Director, Fragrance & Beauty

2001-2008 Givenchy Parfums (LVMH), Deputy General Manager, Global Marketing

2008-2015 LVMH, Global President, Parfums Luxe International

2015-2017 LVMH, Senior Advisor, M&A

2017-2018 Stratlux, CEO & Founder / Business angel

Isabelle GEX has a double academic background with a Master's degree in Economics & Management from ESSEC and a Master of Sciences in Biology from Pierre & Marie Curie University. And she was recently certified as Non-Executive Director from SciencesPo-Ifa.

“I am extremely honored and excited to join the prestigious and successful Shiseido which combines a deep Heritage with a strong belief in both Innovation and People to achieve their ambitious transformation. Setting and steering strategy to accelerate the growth of the global fragrances across all regions within this stimulating eco system is a fabulous challenge and unique opportunity to shape the future with excellence” said Isabelle GEX.

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