

# Press Release

## **La Prairie Group AG announces the appointment of Estelle Létang as the new CEO**

**Zurich, Switzerland, March 21, 2024** - The La Prairie Group AG, a leader in luxury skincare owned by the Beiersdorf Group, has appointed Estelle Létang as its new Chief Executive Officer.

Estelle Létang will join La Prairie on 1 April 2024 and will be based at the company's headquarters in Zurich, Switzerland. She will report directly to Patrick Rasquinet, Member of the Executive Board of Beiersdorf.

As CEO, Estelle Létang will be responsible for driving La Prairie's strategic direction and long-term vision. In addition, she will oversee the day-to-day management of the company's business operations, commercial priorities and infrastructure, including all corporate functions, the international affiliates and the distributor markets globally.

Estelle Létang brings with her over 21 years' experience at The Estée Lauder Companies. She began her career working for Darphin in New York, Paris and Hong Kong. While in Hong Kong, she became Asia Pacific Vice President/General Manager for La Mer and Jo Malone London. In 2016, Létang moved to London as Vice President/General Manager International Jo Malone London and since 2020, she has been General Manager of the Middle East region for Estée Lauder Companies, based in Dubai.

Known for her energetic personality and her strategic thinking, the new CEO is passionate about brand building. She is an empathetic and approachable leader, creating a balance between a high-performance culture and a caring, developmental approach.

Patrick Rasquinet commented enthusiastically on the new appointment: "With an impressive proven track record in the beauty and cosmetics industry - across fragrance, make-up and skincare - Estelle brings a wealth of knowledge and hands-on expertise to La Prairie. We are happy to have found someone so accomplished to lead our beautiful brand and to inspire our passionate people in the next stage of the La Prairie journey."

Estelle Létang added her thoughts on the new role: "Within the world of beauty, La Prairie stands out as the pinnacle of luxury and excellence. I am sincerely delighted to be joining such an iconic and prestigious brand. The opportunities lying ahead for La Prairie are vast. I am excited to lead the transformation and to work closely with the talented teams to build the future of La Prairie together."

### **Contact**

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## About La Prairie

Present in over 70 countries around the world, the Swiss House La Prairie is the leader in the luxury cosmetic care market. Synonymous with luxury, the name La Prairie is also a symbol of innovation, performance, premium service and Swiss perfection - the purity, precision and excellence inherent in this extraordinary country that saw the birth of the brand in 1978. La Prairie strives to satisfy a quest for timeless beauty by combining technological advances with the highest standards, exquisite formulations and elegant packaging - thus elevating cosmetics to the level of art.

## About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin care products as well as pioneering skin research for over 140 years. Leading international brands such as NIVEA, the world's no.1 skin care brand\*, Eucerin (dermocosmetics), La Prairie (selective cosmetics), and Hansaplast (plasters and wound care) are cherished by millions of people around the world day after day. Renowned brands such as Aquaphor, Coppertone, Chantecaille, Labello, 8x4, arix, Hidrofugal, Maestro, and Florena round off the extensive portfolio in the Consumer Business Segment. Through the wholly owned affiliate tesa SE, Beiersdorf is also a globally leading manufacturer of technical adhesive tapes and provides self-adhesive solutions to industry, craft businesses, and consumers.

The Hamburg-based company generated sales of €9.5 billion as well as an operating result (EBIT) of €1.3 billion in fiscal year 2023. Beiersdorf has more than 20,000 employees worldwide, who are connected by shared core values, a strong corporate culture, the company's purpose Care Beyond Skin and its ambitious [sustainability agenda](#), with which Beiersdorf is generating clear added value for consumers, society, and the environment.

\* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2022.



Additional information can be found at [www.beiersdorf.com](http://www.beiersdorf.com).

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