

Press Release

La Prairie Group AG announces appointment of Philippe Lamy as new CEO

Zurich, Switzerland, March 17, 2022 - The La Prairie Group AG, a leader in luxury skincare owned by the Beiersdorf Group, has appointed Philippe Lamy as its new Chief Executive Officer, succeeding Patrick Rasquinet who has been in charge of the luxury house since 2010. Lamy will join La Prairie on 2 April 2022 and will lead the La Prairie Board of Directors, based at the company's headquarters in Zurich, Switzerland.

Rasquinet will now focus on his broader role within the Beiersdorf Executive Board where he is responsible for the whole Pharmacy & Selective Division (Eucerin, Hansaplast, La Prairie, Chantecaille).

Lamy joins La Prairie after 8 years at Loro Piana, the nearly 150-year old family-owned Italian luxury fabric and clothing company which became part of the LVMH Group in 2014. He was previously Chief Operating Officer for Shang Xia, a Chinese luxury brand created and owned by Hermès, and before that spent over 13 years with L'Oréal where he held a number of positions in the luxury and travel retail divisions across Asia-Pacific and the Americas. Originally educated and trained in France, Lamy is a luxury retail expert, with experience in innovative start-ups as well as large established houses, and an international, multicultural background in all major markets. In his new role, Lamy will be reporting directly to Patrick Rasquinet.

Patrick Rasquinet, Beiersdorf Executive Board member commented, "In Philippe we have found a strong leader, a forward-thinking strategist, and a luxury retail industry insider. He has all the credentials to drive La Prairie forward over the coming years and help the company fulfil its potential of becoming the kind of legendary luxury house that we envision. I am delighted to welcome him to the Beiersdorf Group and to leave La Prairie in his very capable hands. I look forward to working closely with him to make our vision come true."

Philippe Lamy, incoming CEO for La Prairie, added, "It is a great honour for me to take up this role at La Prairie and I am very excited by the opportunities ahead. The La Prairie House is magnificent, and the company has relentlessly built up its brand positioning in the last few years. I feel truly privileged to be part of the next chapter of such a luxurious and leading House as La Prairie. It feels good to be back in the skincare industry after over 10 years away. I am eager to begin working with Patrick and the Board as soon as possible."

Contact

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About La Prairie

Present in 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 nearly 140 years. Leading international brands such as NIVEA, the world's no. 1 skin care brand*, Eucerin (dermocosmetics), La Prairie (selective cosmetics), and Hansaplast/Elastoplast (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 our 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 €7,627 million as well as an operating result (EBIT) of €933 million in fiscal year 2021. Beiersdorf has more than 20,000 employees worldwide, who are connected by shared core values, a strong corporate culture and the Beiersdorf purpose Care Beyond Skin. With its [C.A.R.E.+](#) business strategy, the company pursues a multi-year investment program focusing on competitive, sustainable growth. The program is consistent with the 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, 2020.

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