

NUXE names new travel retail team



Elodie Brunner, Head of Export, Travel Retail & Middle East, NUXE

French beauty brand NUXE has made two senior management appointments following the departure of Marion Bruimaud, the respected Nuxe Global Travel Retail Director.

Elodie Brunner, who joined the NUXE travel retail team in 2019 and is leading negotiations with key global partners for the launch of the NUXE e-retail business, will take over Bruimaud's responsibilities as Head of Export, Travel Retail & Middle East.

Before joining the NUXE travel retail team in 2019, Brunner spent 14 years working in the beauty industry gaining extensive experience ranging from operational marketing with YSL Beauté Australia, to marketing and commercial roles over a 12-year career at Shiseido Group.

Said Brunner: "I am delighted to be taking on this challenging role. NUXE has gone from strength to strength in travel retail since it first entered the market in 2013 and I look forward to continuing that success story."

In another internal appointment, Caroline Goix is named Sales and Marketing Manager, reporting to Brunner. She joined the NUXE travel retail team in 2018 as a Key Account Manager.

Goix brings 20 years' experience in travel retail in the beauty and luxury goods categories working across fragrance brands such as Boss, Lacoste, Rochas, Dolce & Gabbana, Gucci and Escada.

Goix began her career in the beauty category with Parfums Balmain, then in travel retail with Cosmopolitan Cosmetics/Rochas, followed by 14 years with Procter & Gamble in the EMEA region.