

Stuart McGuire joins Lovely Distribution Company as CEO



Stuart McGuire, CEO, Lovely Distribution Company

Highly experienced travel retail industry executive Stuart McGuire has joined the Lovely Distribution Company (LDC) as CEO to grow its branded fragrance business both domestically and within global travel retail.

Founded in 2015 by beauty industry specialists Charles Rodney Mathers and Andre Frenkel, LDC fragrance brands include Sarah Jessica Parker – which it manufactures and distributes globally, along with Lionel Richie, Ignacio Figueras and Flawless by Gabrielle Union.

Well known as the founder of Scorpio Worldwide Ltd, for many years a leading global supplier of goods to the global duty free market until its buy-out by Gebr Heinemann in 2019, McGuire brings unrivaled industry knowledge, contacts and long-established relationships to LDC.

“I’m really delighted to be back in the thick of the travel retail industry, working with a company whose philosophy is very akin to the principles upon which I built Scorpio,” he said. “LDC is a boutique company where customer service is absolutely paramount – flexible, reactive, dynamic and totally client connected.

“What attracted me to them was more than the brands they represent, it’s their market approach and open-minded strategy.”

With brands appealing to all consumer profiles, from the luxury fragrance collection for world-class polo player Ignacio (Nacho) Figueras, to fans of fashion icon Sarah Jessica Parker (SJP Beauty), LDC is well positioned to create bespoke concepts for travel retail, offering competitive 6-8 months to market

turnaround.

McGuire added: “This is a company with real ambition and driven by a true passion for the beauty industry. I’m delighted to be helping to take them forward with that goal, not only developing the global travel retail distribution for our existing brands but also looking for new brand partners to join our expanding portfolio. There is much already in the pipeline and plenty of news to reveal over the coming months.”

About Stuart McGuire

Stuart McGuire founded Scorpio Distributors in 1995, building a niche business that became the largest private supplier in its field, manufacturing goods under licence, distributing leading brands and developing in-house brands.

In 2007, Gebr Heinemann purchased a majority stake in the business, expanding into luxury perfume and cosmetic sales and distribution and helping to create a company with annual direct sales of over £50 million (\$68 million). He remains a consultant with Gebr Heinemann until the end of 2021.