

La Prairie Group AG announces board level changes



Formerly Travel Retail Coty Luxury and Prestige & Luxury Brands at P&G, Noelle Goris has been named the new Vice President of Travel Retail at La Prairie



Following the integration of his successor, Noelle Goris, Laurent Marteau will expand his responsibilities to cover Europe, Middle East and the Americas in the travel retail division

La Prairie Group AG, the leading luxury skincare company, has announced a re-organization of its board structure, with the creation of a new Vice President role and re-assignment of portfolios. While Covid-19 continues to disrupt business worldwide, the company believes this new structure will deliver a healthy and rapid recovery from now into 2021 and beyond.

La Prairie has appointed Noelle Goris, formerly Travel Retail Coty Luxury and Prestige & Luxury Brands at P&G, to the position of Vice President of Travel Retail at La Prairie as of September 1, 2020.

Noelle Goris joins La Prairie with 23 years of professional experience in the FMCG and luxury sectors. She has a strong commercial background, through direct and indirect customer management, international trade marketing and general management. Recognized as a skilled change manager and a motivating team leader, Goris also has a solid track record in developing e-commerce and digital strategies for multiple prestige brands. Her new position includes responsibility for the whole of travel retail (Worldwide) at La Prairie.

In this role, Noelle Goris replaces Laurent Marteau, who for the last six years, has been running and developing the travel retail division at La Prairie with remarkable results. La Prairie's presence in the most major and exclusive international airports and strategically positioned downtown stores, in addition to its numerous other locations across the world, has established La Prairie as a fundamental part of high-end luxury travel. For more than a year, Laurent has also been overseeing the Europe and Middle East network for the company, building relationships with partners and rolling out the

retail and luxury strategy across the region.

From November 1, 2020, following the integration of Noelle Goris, Laurent Marteau will expand his responsibilities to cover the Americas (USA, Canada and LatAm) for La Prairie, as well as Europe and the Middle East.

“I would like to take this opportunity to welcome Noelle to La Prairie. In her, we have found the rare combination of expertise in international luxury, travel retail and commercial know-how. I am delighted she has joined our team.

In addition, I would like to thank Laurent for his strong leadership and energy in building up the travel retail business over the last six years and his continued dedication to our brand. His new role in charge of Europe, Middle East and the Americas, is critical to the future of La Prairie and I am personally very grateful to have someone of his experience and skills on our board.

I am convinced that this new structure will serve our all business partners and our clients well, and enable us to deepen our relationships with stakeholders throughout our markets,” shares Patrick Rasquinet, CEO of La Prairie Group.