

Elizabeth Arden appoints Frédéric Laffort to key travel retail role



Frédéric Laffort, Vice President EMEA Prestige, Digital and Travel Retail, Elizabeth Arden

[Elizabeth Arden](#) has announced the appointment of Frédéric Laffort as Vice President EMEA Prestige, Digital and Travel Retail, effective September 4. He will also join the company's EMEA Leadership Team. Laffort will be based in Geneva, and will report to Charles Waters, President International.

An experienced senior executive, Laffort brings with him over 25 years of knowledge and experience within the luxury sector across Europe, Northern America and Asia. He has an extensive background in shaping business growth strategies, and building digital capabilities while building brands sustainably across different channels.

His career to date has incorporated roles within the Professional, Cosmetics and Skincare divisions at Procter & Gamble, where he managed leading portfolio brands such as Olay, Cover Girl, Max Factor and Wella. Prior to joining Elizabeth Arden, he was Senior Managing Director at Safilo in charge of Western Europe, and was in charge of Global Travel Retail from 2016 to 2020.

"I am delighted to welcome Frédéric to this key position," noted Waters. "His proven track record within omni-channel growth, DTC & e-commerce, digital transformation and consumer insights will be invaluable as we embark on our next business chapter. Going forward, global travel retail has been

identified as a key priority for the Elizabeth Arden brand. I am confident that Frédéric's expertise and wealth of experience within this channel will help us to achieve our ambitious international objectives."