

L'Oréal Travel Retail Asia Pacific announce two key appointments



Emmanuel Goulin, Deputy Country General Manager, L'Oréal Italy

We are very pleased to announce that Emmanuel Goulin, Managing Director of L'Oréal Travel Retail Asia Pacific, has been appointed Deputy Country General Manager of L'Oréal Italy in charge of Luxe Division, succeeding Luca Guillot Boschetti.

Starting his career in 2000 with Lancôme at United Kingdom, Emmanuel joined L'Oréal 20 years ago. In 2005, he joined Travel Retail Europe and became Division Manager of Travel Retail Asia Pacific 2008 - 2010. Following this period, he was posted to Japan as Deputy General Manager of shu uemura International for almost two years and took on the role of General Manager, Fragrance Division France for four years. In 2016, he was appointed Managing Director at L'Oréal Travel Retail Asia Pacific.

Recognized as a strong and modern leader, Emmanuel has successfully orchestrated the spectacular business growth over the last five years through the building of an agile, high-performing and customer-centric organization. During the past eighteen months, he further accelerated transformational initiatives including the swift acceleration of digitalization and sustainability.



Tao Zhang, Managing Director, L'Oréal Travel Retail Asia Pacific

To succeed Emmanuel Goulin, Tao Zhang has been appointed Managing Director of L'Oréal Travel Retail Asia Pacific. Tao started her career in 2000 at L'Oréal Luxe China, where she successfully transitioned from Management Trainee to Brand General Manager of Helena Rubinstein and Giorgio Armani China.

Later on, she moved to Paris at Lancôme International in charge of the brand's international retail and business development for two years prior to becoming Deputy General Manager of YSL. Five years ago, Tao joined L'Oréal Travel Retail Asia Pacific as Lancôme General Manager. In 2020, she was promoted to the role of Managing Director at L'Oréal Luxe Travel Retail Asia Pacific.

Tao is a strong and charismatic business leader who has shown outstanding resilience, positive energy and a high level of ambition. Under her leadership, brands in travel retail have elevated standards of retail excellence and pioneered consumer-centric activations both online and offline. Tao's international background and capacity to understand and connect with the travelers' world in Asia Pacific will be key assets to the continued growth of travel retail.

"I would like to thank Emmanuel Goulin and express my gratitude for his courage, trust and professionalism during the COVID-19 crisis. Over the past five years, his unparalleled fighting spirit and leadership have largely contributed to the growth of L'Oréal Travel Retail Asia Pacific. I wish him great success in his new role.

I am very pleased to welcome Tao Zhang as Managing Director at L'Oréal Travel Retail Asia Pacific. This change reflects a spirit of great continuity and I am confident that Tao will bring her high level of expertise, professional and personal qualities, deep knowledge of the travel retail business and Asian customers. She will, with her talented team, keep on elevating our mission: 'beauty for all travelers' 1

with our undisputed and strong portfolio of brands,” says Vincent Boinay, Managing Director, L’Oréal Travel Retail.

These appointments have recently taken effect.