



Barcelona, May 2nd

Puig evolves its visual identity

Puig unveils the evolution of its visual identity as it marks an exciting new chapter in its 110-year history.

The new company logo pays tribute both to **Puig**'s legacy and bright future ahead, and reflects **Puig**'s core culture and values by placing creativity at the very center. Created together with the French art and design agency M/ M (Paris), the evolution digs in the original work of Swiss designer Yves Zimmerman for the company.

It includes a bespoke typeface, *Paralelo*, that reinterprets the spirit of *Méridien*, a 1955 typeface by Adrian Frutiger that Zimmerman established for **Puig** more than 50 years ago. And it further includes a new symbol which evokes an infinite line of creativity inspired by a Miró painting while echoing **Puig**'s logotype of the 70s by Zimmerman.

“At this transformational moment for Puig, we wanted to reinforce who we are, what we do and what we stand for: a Home of Creativity. We are connecting our long history with our commitment to innovation, our discretion with our sensitivity as a nurturing place where brands can shine, people can grow and daring ideas are celebrated”, says Marc Puig, Chairman and CEO of the company.

The new identity will be deployed for the first time during the bell ringing ceremony at the Barcelona stock exchange on May 3rd. It will then be implemented progressively, creating an organic transition and juxtaposition with the existing one.



About Puig

Puig is a home of Love Brands, within a family company, that furthers wellness, confidence and self-expression while leaving a better world. Since 1914, our company's entrepreneurial spirit, creativity and passion for innovation have made **Puig** a challenger in the beauty and fashion world. Present in the fragrance and fashion, make-up and skincare segments, our house of Love Brands generates engagement through great storytelling that connects with people's emotions and is reinforced by a powerful ecosystem of founders. **Puig** portfolio includes our brands Rabanne, Carolina Herrera, Charlotte Tilbury, Jean Paul Gaultier, Nina Ricci, Dries Van Noten, Byredo, Penhaligon's, L'Artisan Parfumeur, Uriage, Apivita, Dr. Barbara Sturm, Kama Ayurveda and Loto del Sur as well as the beauty licenses of Christian Louboutin, Banderas and Adolfo Dominguez, among others.

At **Puig** we honor the values and principles put in place by three generations of family leadership. Today we continue to build on that legacy, through conscious commitments in our ESG Agenda (environmental, social and governance) aligned with the UN Sustainable Development Goals.

In 2023, **Puig** recorded net revenues of €4,304 million. **Puig** sells its products in more than 150 countries and has offices in 32 of them.

About M/M (Paris)

Founded in 1992 by Michaël Amzalag and Mathias Augustyniak, M/M (Paris) has been a pioneering art and design studio for over 30 years. Their innovative projects have surpassed traditional boundaries, earning them a place in prestigious public collections worldwide. In 2012, Amzalag and Augustyniak were awarded *Chevaliers de l'Ordre des Arts et des Lettres*, and the following year they received a Grammy Award for their contributions to Björk's album *Biophilia*.

The two-volume monograph *M to M of M/M (Paris)* was published in 2012 and 2020 alongside retrospectives at Musée d'Orsay and Musée des Arts Décoratifs (Paris), and Power Station of Art (Shanghai), leading up to the 30th anniversary of M/M (Paris). In 2023, *Letters from M/M (Paris)* was published, a comprehensive study of their typefaces by typography expert Paul McNeil, with a foreword by Björk.

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