



**PUIG**



## Our History

- **1914** Antonio **Puig** S.A. is founded by Antonio Puig Castelló.
- **1922** Launch of Milady lipstick, the first cosmetic of its kind produced in Spain.
- **1940** Agua Lavanda is launched and becomes a longtime success.
- **1946** A new factory and company headquarters is built on the Travessera de Gràcia in Barcelona.
- **1948** L'Air du Temps is born, a milestone in perfumery: 50 years later, the Nina Ricci company will become part of **Puig**.
- **1950** Antonio Puig's sons – Antonio, Mariano, José María and Enrique – join the family business and the founder progressively turns over control to them.
- **1960** Construction begins on a factory in the industrial park of Besòs, Spain, to meet the needs of the international expansion initiated by Mariano Puig.
- **1962** **Puig** establishes an affiliate in the USA.
- **1966** Creation of Moana, a leading product line in the bath and body sector.
- **1968** Launch of the men's fragrance Agua Brava. Creation of the perfume division of the Paco Rabanne brand in France launching **Puig** into the international market.
- **1969** Calandre, the first Paco Rabanne perfume, is released. Launch of Azur, which will become an enduring leader in the women's fragrance market.
- **1972** Creation of the Puig affiliate in the United Kingdom.
- **1973** Paco Rabanne Pour Homme, a revolutionary men's fragrance is created. **Puig** launches the sophisticated women's fragrance Estivalia.
- **1975** Construction of the factory in Chartres, France.
- **1979** **Puig** affiliate is established in Panama.
- **1982** Quorum becomes the most international line for **Puig**, winning the award for best packaging at the annual FiFi Awards in New York.

- **1987** **Puig** takes over the entire Paco Rabanne brand, including control of the fashion and accessories divisions.
- **1988** The designer Carolina Herrera launches her first perfume.
- **1995** Puig acquires the fashion division of Carolina Herrera New York.
- **1997** Launch of the revolutionary Carolina Herrera 212 fragrances. **Puig** signs the actor Antonio Banderas to produce scents under his name, and launches Diavolo. Creation of **Puig** in Chile.
- **1998** Nina Ricci perfume and fashion business is acquired. CEO Mariano Puig hands over the reins to the executive committee.
- **2000** **Puig** acquires the Spanish perfume group Myrurgia, which includes Adolfo Dominguez and Agatha Ruiz de la Prada perfumes. **Puig** enters the Middle Eastern market thanks to a joint venture with Chalhoub.
- **2001** Acquisition of Perfumería Gal. Creation of **Puig** in Argentina. Javier Cano becomes president of **Puig**, the first non-family member to hold the position.
- **2002** **Puig** signs an agreement to produce fragrances for Comme des Garçons. Sales outside Spain surpass 50 percent of the overall business. Mango's fragrances are added to the **Puig** portfolio.
- **2003** **Puig** signs with Prada to develop the Italian label's fragrances.
- **2004** Marc Puig is named CEO.
- **2007** Marc Puig becomes *Chairman and CEO* of the company. Manuel Puig is appointed *Vice-Chairman*.
- **2008** Paco Rabanne launches the men's fragrance 1 Million, which becomes a commercial success. **Puig** signs the singer Shakira to produce her perfumes.
- **2010** **Puig** affiliates open in Russia and Brazil.
- **2011** **Puig** acquires the fashion company Jean Paul Gaultier.
- **2013** Inauguration of the new headquarters on the Champs-Élysées in Paris. Launch of the men's fragrance Invictus from Paco Rabanne. Harvard University writes a case study on **Puig**.



- **2014** Celebration of the 100<sup>th</sup> Anniversary of **Puig**. Inauguration of **Puig** Tower, the new headquarters in Barcelona.
- **2015** **Puig** acquires Penhaligon's and L'Artisan Parfumeur.
- **2016** **Puig** integrates Jean Paul Gaultier fragrances into its portfolio of owned brands.
- **2018** **Puig** invests in Dries Van Noten fashion house as majority shareholder.  
  
**Puig** and Christian Louboutin announce a long-term license agreement under the Christian Louboutin brand to boost the beauty business.
- **2019** **Puig** announces minority investments in Kama Ayurveda and Loto del Sur.
- **2020** **Puig** acquires a majority stake in Charlotte Tilbury, the British iconic luxury makeup and skincare brand launched in 2013.
- **2022** **Puig** acquires a majority stake in Byredo and became majority shareholder of Kama Ayurveda and Loto del Sur in whose it had held a minority stake since 2019.
- **2023** **Puig** is Global partner of the 37<sup>th</sup> America's Cup and the official naming partner of the first-ever **Puig** Women's America's Cup.
- **2024** **Puig** acquires majority stake in Dr. Barbara Sturm.

**Puig** unveils its new visual identity with a new logo paying tribute both to **Puig**'s legacy and bright future ahead and, while placing creativity at the very center, and reflecting **Puig**'s culture and values.

On May 3, 2024, **Puig** begins trading on the Spanish Stock Exchanges.

## Contact

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