- **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 are 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.

PUIG

- **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.

PUIG

- **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 100th 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.

- **2021** Incorporation into the **Puig** portfolio of the Apivita and Uriage skincare brands (both acquired by **Puig** family investment companies in 2011 and 2017 respectively)

- **2022** **Puig** acquires a majority stake in Byredo and becomes majority shareholder of Kama Ayurveda

and Loto del Sur in whose it had held a minority stake since 2019.

- **2024** **Puig** celebrates 110 years of history.

  Puig acquires majority stake in Dr. Barbara Sturm, the German molecular cosmetics brand founded in 2014.

  Puig inaugurates the second **Puig** Tower in Barcelona with the presence of their Majesties the King and Queen of Spain.

  Puig unveils its new visual identity with a new logo paying tribute both to **Puig**'s legacy and bright future, whilst 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.

  Puig is Global Partner of the 37th America's Cup and the official naming partner of the inaugural **Puig** Women's America's Cup.

- **2025** **Puig** held its first Annual General Meeting since becoming a listed company.

  Presentation of Colonias Absolutas Puig, a collection of eaux de cologne that reflects the company's identity rooted in family tradition and the craftsmanship of perfumery.

  Creation of the Deputy CEO role and appointment of JoseManuel Albesa to this new position.

  Puig celebrated 30 years of the Vacarisses production plant.