



Charlotte Tilbury



Charlotte Tilbury Announces Partnership with Puig

- **Puig to acquire a majority stake in the business; founder Charlotte Tilbury to rollover a significant minority stake and remain with the company**
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Barcelona & London, June 4, 2020

Charlotte Tilbury, the British iconic luxury makeup and skincare brand launched in 2013, today announced that it has joined Puig, the family-owned, fashion and fragrance company based in Barcelona.

Puig will acquire a majority stake in Charlotte Tilbury alongside its founder who will rollover a significant minority stake. Charlotte will continue as Chairman, President and Chief Creative Officer of the company and Demetra Pinsent will remain as CEO. BDT Capital Partners, a merchant bank that provides family- and founder-led businesses with long-term capital, will invest alongside Puig and hold a minority stake. BDT also acted as financial advisor to Puig.

“I’ve always dared to dream and create magic through beauty. I’m proud to be joining forces with Puig in a strategic partnership that will help us achieve our limitless ambitions. We’ve reached a pivotal point in our growth since launching seven years ago, and we’re looking forward to unlocking new opportunities with Puig, which is the perfect partner as we build an iconic brand to last” said Charlotte Tilbury. “Puig drives some of the world’s most distinctive premium fashion and fragrance brands and has always inspired me with how it innovates and reimagines brands through storytelling and creativity, and its respect for founder-led brands like mine. I feel like I’m home”.

“We are beyond excited to partner with Charlotte and her team and support them in the next stage of developing the brand,” said Marc Puig, Puig Chairman and CEO. “We are proud to welcome Charlotte Tilbury to our family which marks a key milestone in our ambition to develop a strong makeup and skincare business”.

Puig and Charlotte Tilbury, two privately owned companies, have a strong connection through their shared core values, including creative storytelling, an entrepreneurial mindset and a sincere passion for empowering people through beauty.

The acquisition of a majority stake in Charlotte Tilbury will add an established and rapidly-growing makeup and skincare brand to Puig existing portfolio of fashion, fragrance and luxury beauty brands. The entry of a brand as compelling as Charlotte Tilbury, with a solid product portfolio and strong digital capabilities, will reinforce Puig position in the category and make Puig a strong three-axis global competitor in the luxury beauty category. Charlotte Tilbury also will be able to access Puig global footprint and operations to expand its worldwide presence.

About Charlotte Tilbury

Launched in 2013 by British make-up artist Charlotte Tilbury, who grew up on the Spanish island of Ibiza, Charlotte Tilbury is a digitally native makeup and skincare brand renowned for ground-breaking innovation, award-winning products and disruptive merchandising.

The brand is built on Charlotte's expertise gathered from 27+ years working across editorial, fashion shows, couture and red carpets – as well as with the world's most famous faces – during which time she developed products for some of the biggest luxury beauty houses in the world. Charlotte Tilbury has achieved rare success across both skincare and makeup categories, with the highest quality products such as Magic Cream moisturizer and Pillow Talk lip, eye and face collection loved by consumers and celebrities around the world.

www.charlottetilbury.com
@ctilburymakeup

About Puig

Puig is a third-generation family-owned fashion and beauty business based in Barcelona. Puig builds distinctive brands with an inspiring story, brands that create experiences that connect with people's emotions. Its brands include Carolina Herrera, Nina Ricci, Paco Rabanne, Jean Paul Gaultier, Dries Van Noten, Penhaligon's and L'Artisan Parfumeur; licenses such as Christian Louboutin and Comme des Garçons; and Lifestyle fragrances. In 2019 sales reached €2,029 million and Profit After Tax was €226 million; the company's products are sold in more than 150 countries.

www.puig.com
<https://www.linkedin.com/company/puig>

About BDT Capital Partners

BDT Capital Partners provides family- and founder-led businesses with long-term, differentiated capital. The firm has raised over \$18 billion across its investment funds and has created and manages more than \$6 billion of co-investments from its global limited partner investor base. The firm's affiliate, BDT & Company, is a merchant bank that works with family- and founder-led businesses to help them achieve their strategic and financial objectives. BDT & Company provides solutions-based advice and access to a world-class network of business owners and leaders.

Note to Editors

1. Goldman Sachs International, Freshfields Bruckhaus Deringer, Jefferies, and Withers Worldwide acted as advisors to Charlotte Tilbury.
2. BDT Capital Partners and Baker McKenzie acted as advisors to Puig.

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