



## Puig partners with Fondazione Dries Van Noten in Venice

**Puig**, a global premium beauty company, announces a three-year partnership with the Fondazione Dries Van Noten, the independent cultural initiative founded by Dries Van Noten and Patrick Vangheluwe, that opened on April 25, 2026. Conceived following Dries Van Noten's departure from his eponymous house in 2024, the Fondazione is dedicated to fostering dialogue across art, fashion, design, photography, music and beyond.

**Puig** is committed to the Fondazione's mission of bringing together artists, designers, artisans and emerging talents through a curated program of presentations, residencies and educational initiatives, celebrating craftsmanship as a universal language and operating as an international platform for creative exchange. This partnership reflects a shared conviction between **Puig** and Dries Van Noten: creativity is a key driver of value, innovation and cultural impact.

At **Puig**, this vision is embodied by its role as a Home of Creativity, where people and brands are empowered to express their identity, push creative boundaries, and build enduring legacies.

By supporting the Fondazione Dries Van Noten, **Puig** contributes to a platform where creativity can be explored on a global scale. The partnership also reflects **Puig** ongoing commitment to nurturing its relationship with the founders of its Love Brands, during and beyond their creative journey.

Jose Manuel Albesa, CEO of **Puig**, said: **“Creativity lies at the heart of Puig’s identity and long-term vision. We are pleased to continue our relationship with Dries Van Noten by supporting the Fondazione he has created with Patrick Vangheluwe following his departure from the brand he founded, which we are proud to have in our portfolio. This partnership reflects our enduring relationships with the founders of our Love Brands and our commitment to fostering creative expression in society. The Fondazione Dries Van Noten offers a platform where ideas, craftsmanship and artistic dialogue come together, generating lasting cultural impact and reinforcing**



**our belief that creativity is a fundamental driver of value and meaning. We look forward to the conversations and exchanges it will inspire”.**

Dries Van Noten, founder of the Fondazione Dries Van Noten, commented: **“This partnership with Puig reflects a shared belief that creativity is not only at the heart of what we do, but also a powerful force for cultural expression. With the Fondazione Dries Van Noten, Patrick and I are creating a space where ideas, craftsmanship and imagination can come together and evolve. After many years of collaboration, we are proud to partner with Puig in this new chapter and to continue our collaboration through an exciting project devoted to craftsmanship in Venice”.**

Ana Trias, President of Prestige & Fashion Brands at Puig, said: **“We are delighted to see the Fondazione Dries Van Noten come to life. A deeply personal project by Dries and Patrick, it reflects their singular vision for creativity and craftsmanship, and it is a pleasure that Puig is supporting this initiative. As the house of Dries Van Noten enters a new chapter, building on the exceptional legacy created by Dries and looking ahead under its new creative direction, we are very pleased to continue our relationship with Dries in new and meaningful ways”.**

The inaugural presentation of the Fondazione Dries Van Noten, *The only true protest is beauty* opened on April 25th. Curated by Dries Van Noten, it brings together over 200 works spanning fashion, art, design, and craftsmanship, creating a dialogue between heritage and innovation.

Rather than viewing beauty as mere prettiness, the presentation approaches it as a force of provocation, reflection and transformation, capable of awakening and creating space for new ideas. The works are displayed in 20 intuitively composed rooms, forming a constellation of encounters between established and emerging talents. Fashion pieces by Christian Lacroix, Comme des Garçons, and Ayham Hassan dialogue with the ceramics of Kaori Kurihara, the historic collection of the Palazzo Pisani Moretta or the contemporary works of Ann Carrington and Misha Kahn, to name just a few.

Set beneath the opulent frescoes of the Palazzo, traditional craftsmanship is presented alongside contemporary experimentation, reflecting the Fondazione Dries Van Noten’s mission to honor both heritage and new creative voices. The presentation invites visitors to engage with beauty, not as an answer but as a question, and to recognize making as a profoundly human act where concept and craft converge.



## 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 global leader in the premium beauty industry. Present in the fragrances and fashion, makeup and skincare business segments, our home 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 2025 **Puig** recorded net revenues of €5,042 million. **Puig** sells its products in more than 150 countries and has offices in 33 of them.

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Further information:

**Global Communications**

[global.communications@puig.com](mailto:global.communications@puig.com)

**For further information on the Fondazione:**

[info@fondazionedriesvannoten.org](mailto:info@fondazionedriesvannoten.org)

**For press requests related to the Fondazione:**

[fondazionedriesvannoten@gcagency.it](mailto:fondazionedriesvannoten@gcagency.it)