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A richly illustrated volume celebrating Puig's over 110-year journey of beauty, creativity, and purpose

Rizzoli and **Puig** present *Puig, Home of Creativity*

Puig is delighted to unveil *Puig, Home of Creativity*, a new book published by Rizzoli that celebrates more than 110 years of honoring the values and principles established by its founding family and passed down through three generations. The book reflects **Puig's** legacy, distinctive values, and the journey of each brand within its portfolio. Together, these stories define **Puig** as a leading beauty and fashion player and a true *Home of Creativity*: a place where brands shine, people grow, and daring ideas are brought to life.

The book traces the evolution of **Puig** through a comprehensive history of the company's remarkable international development—from its foundation in Barcelona in 1914 to becoming a key player in the global premium beauty industry, spanning fragrances and fashion, makeup, and skincare. As **Puig** enters a new chapter following its public listing in 2024, the book offers a timely reflection on the enduring values and bold decisions that have shaped the company's identity.

Puig, Home of Creativity invites readers into a universe where entrepreneurial audacity meets long-term vision. The book opens by exploring the soul of **Puig**: Barcelona, a city defined by contrasts, reason and passion, that has inspired **Puig's** own creative dualities for generations. From its foundation, the narrative unfolds through personal and visual explorations of the Puig family story, the values that define the company's culture, the creative partnerships behind its brands, and the creativity-driven spirit that infuses every product and creation.

Original contributions, archival imagery, and newly commissioned photography bring to life a vibrant portfolio of Love Brands. Among the fourteen featured are Rabanne's iconic metallic chainmail, the transmission of legacy between Carolina Herrera and Wes Gordon, interviews with Charlotte Tilbury and Jean Paul Gaultier, the influence of Dries Van Noten's garden on his creative world, Byredo's collaborations with artists, Nina Ricci's mythology as an expression of femininity, Uriage's rich history and Loto del Sur's tribute to Latin America and its botanical richness, along with many more stories forming a unique collage of brands and founders.



The book also highlights the growing importance of niche fragrances, underscoring their strategic role within the company's brand portfolio. A section is dedicated to the **Puig Women's America's Cup**, a pioneering event that embodies the company's commitment to innovation, diversity, and sustainability.

"This book is a tribute to Puig, a company we proudly define as a *Home of Creativity*, to the legacy we have built, to the people and passion that fuel our Love Brands, and to the resilience that has defined us since our founding," said Marc Puig, Chairman and CEO of Puig, **"It captures the essence of who we are: a company that evolves with purpose, remains rooted in its values, and continues to build for the long term."**

"Creating a book is a long and ambitious process. During this journey, as an editor, you truly get to see the personality of the people you work with, as you are facing together challenges, surprises, creative decisions... Exchanges that reveal the real values of a brand and its people's creativity, openness, commitment, and boldness. I praise the excellence of Puig and its community: working together on this book has been the most rewarding experience", said Catherine Bonifassi, Editorial Director for Rizzoli New York

With contributions from leading voices in journalism, literature, photography and perfumery, including Alice Cavanagh, Michael Edwards, Jean-Claude Ellena, Leticia Sala, and Anatxu Zabalbeascoa, *Puig, Home of Creativity* offers a polyphonic portrait of a company that continues to push boundaries while staying grounded in its essence.

Puig, Home of Creativity, published by Rizzoli, is available for pre-order on www.rizzoliusa.com and will be available in select bookstores worldwide from September 2, 2025.



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 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 2024, **Puig** recorded net revenues of €4,790 million. **Puig** sells its products in more than 150 countries and has offices in 32 of them.

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About Rizzoli

Rizzoli New York began its publishing operation in 1974 and has become a leader in the fashion, interior design, culinary, art, architecture, and photography fields. Rizzoli Universe was added in 1990 and publishes books, decks, and calendars in a range of subjects including popular culture, art, photography, humor, gaming, cooking, craft, interior design, sports, music, entertainment, street culture, LGBTQIA, counterculture, and travel. Rizzoli produces its museum and exhibitions publishing under the imprint Rizzoli Electa, in collaboration with leading Italian book publisher and sister company Mondadori Electa.

Acquired in 2024, Chelsea Green Publishing is at the forefront of promoting sustainable practices; focusing on organic and regenerative farming and gardening; nature and environment; healthy food; local economies and resilient communities; and integrative health and wellness. In addition to our publishing house, the company maintains the Rizzoli Bookstore—widely considered one of the foremost independent booksellers in America—which specializes in literature, photography, architecture, interior design, culinary, and the fine and applied arts.

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