

## COMMERCE

# Chanel gains new fragrance and beauty president

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*Chanel's Beauty workshop in SoHo. Image credit: Chanel*

By LUXURY DAILY NEWS SERVICE

France's **Chanel Beauty** is implementing a strategic management shift.

Simona Cattaneo, a C-suite alum of companies such as U.S. beauty group Coty and Italian fashion label Tod's, is its newly-named head of fragrance and beauty, per an announcement released on Sept. 9. She replaces current Chanel president Anne Kirby, who retires at the end of this year.

**Beauty takeover**

Ms. Cattaneo will assume the role officially in January 2025.

Beginning next month, however, she will be onboarded by Ms. Kirby ahead of the now-former fragrance and beauty leader's impending departure. Chanel has tapped an experienced executive for the position.

*Simona Cattaneo is a C-suite alum of companies such as U.S. beauty group Coty and Italian fashion label Tod's, and is now Chanel's newly-named head of fragrance and beauty. Image credit: Chanel*

Most recently serving as a general manager at Tod's starting in 2021, her tenure has lasted three years here Ms. Cattaneo carries

a wealth of luxury sales expertise.

Ms. Cattaneo was with Coty before then, appointed chief marketing officer in 2016, eventually working her way over to its luxury division, charged with ensuring the success of prestige perfumes, cosmetics and alike products from the likes of Gucci, Hugo Boss, Burberry, Chlo and others, many of which were acquired within a few years of her arrival to the department.

She now prepares to take over the brand's highly lucrative segment: chock-full of aspirational lifestyle depictions, marketing campaigns such as Chanel's summer hit Beauty Mix hint at the direction in which it is headed ([see story](#)).

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