

PRESS RELEASE

Nicolas Debray to become new CEO of NOCIBÉ

Düsseldorf / Lille, 16.11.2023 - As of November 20, Nicolas Debray will become the new CEO of the French beauty retailer NOCIBÉ, a subsidiary of Europe's leading omnichannel premium beauty destination DOUGLAS Group. Nicolas Debray started his career in the beauty industry in France at L'Oréal Luxe more than 25 years ago and since then worked in different management positions for premium beauty brands and in beauty retail.

"With Nicolas Debray, NOCIBÉ gets a CEO with a long-lasting expertise in the beauty business and a general manager with experience in omnichannel retail, the marketing of premium beauty as well as strategic brand positioning", said Sander van der Laan, CEO DOUGLAS Group. "Thus, we found the perfect person for the demanding French market. I wish Nicolas Debray and the whole NOCIBÉ team all the best for the future of this great company and outstanding brand, I am sure that they will continue the successful path."

Nicolas Debray most recently held the position as President Americas of The Body Shop, the beauty retail subsidiary of the Brazilian group Natura & Co. In this role, the 46-year old French national was responsible for implementing an omnichannel retail model in Northern and Latin America and for strengthening the brand positioning of The Body Shop including a strong sustainability track record. Beforehand, Nicolas Debray spent more than 20 years at French L'Oréal Group and was responsible, among other things, as Country Manager L'Oréal Luxe in Korea and Thailand as well as New Brands General Manager for the Chinese Market, where he led the expansion of top brands such as Kiehl's, Biotherm and Helena Rubinstein. In the first phase of his career, Nicolas Debray worked as National Sales Manager, Marketing Manager and as Finance Controller at L'Oréal Luxe in Paris.

DOUGLAS

ABOUT DOUGLAS

DOUGLAS is Europe's leading omnichannel beauty destination. We inspire customers to live their own kind of beauty by offering a unique assortment in online stores, via a partner program and in around 1,840 stores. Strengthening our successful omnichannel positioning while consistently developing the customer experience is at the heart of our strategy. In its fiscal year 2021/22, DOUGLAS generated sales of 3.65 billion euros with a focus on fragrances, make-up, skin care, hair care, health care and accessories.

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