

Grasse, April 13th 2021

PRESS RELEASE



LANCÔME IS PROUD TO BE PART OF GRASSE EXPERTISE

Grasse Expertise, the territorial and collective brand of the 4 sectors of excellence in the Pays de Grasse - Perfumery, Food Flavours, Cosmetics and Health/ Well-being - is pleased to welcome Lancôme among its 52 committed members.

«Lancôme is proud to join the territorial brand Grasse Expertise which federates the professionals of the Perfume, Aroma, Cosmetics, Health & Well-being sectors implanted in the territory» announced Françoise Lehmann, Chair of Lancôme International. It also states: Through this membership, Lancôme strengthens its anchoring in the Grasse Region, testifies to its involvement for the region and its commitment to protect the unique wealth of the region and to spread the know-how related to the perfume of the Pays de Grasse».

The luxury house joins this collective of professionals with emblematic know-how and strong territorial commitments.

Jérôme Viaud, Mayor of Grasse, President of the Communauté d'agglomération du Pays de Grasse says: "The Pays de Grasse is pleased to welcome Lancôme, one of the world leaders in luxury beauty, which recently acquired an agricultural estate in Grasse: the Domaine de la Rose by Lancôme. Lancôme's desire to strengthen its integration in the region is based on its active membership in Grasse Expertise. The territorial brand is a territorial strategic issue and a sustainable economic development approach that we strongly value."

Michel Gschwind, President of the Club des Entrepreneurs du Pays de Grasse, holder of the territorial brand Grasse Expertise testifies: "Lancôme joins a collective of companies that share the same pride of belonging to our exceptional territory, thanks to its cultural, artisanal and industrial wealth as well as its terroir. It is on this foundation of values and commitments that the Grasse Expertise brand is embodied to provide solutions to the many challenges we face in the 21st century."

The land of Lancôme is composed of four hectares of fields cultivated in organic agriculture, centuries-old restanques and a distillery. Lancôme also operates a field in Grasse where Centifolia rose, jasmine and lavandin grow. The unique geographical location of the Pays de Grasse combined with climatic influences gives life to flowers of exceptional qualities. Recognized members of Grasse Expertise will be able to get an exclusive look at the Domaine de la Rose.

Resolutely focused on sustainable innovation and Naturality, through its professional approach, Grasse Expertise strengthens the recognition of «Savoir-faire related to Perfume in Grasse Country» inscribed on 28 November 2018 by the UNESCO Intergovernmental Committee on the Intangible Cultural Heritage of Humanity.

Who are the members of GRASSE EXPERTISE

To date, the members of Grasse Expertise bring together 52 professionals, more than 4,000 employees with revenues of 1 billion euros from the various areas of expertise of the sector: **1000 FLOWERS – ALBERT VIEILLE – ARGEVILLE – AROMAX – ART & PARFUM – ASFO – ASTIER DESMARET – ATELIER DU PARFUMEUR IFF FRANCE – AUX BELLES SENTEURS – AZUR FRAGRANCES – BLH – BOTANICERT – BOUGIE ET SENTEUR – CARESTIA – CONCEPT AROMATIQUE – CONNESSENS – ECOLE SUPERIEURE DU PARFUM – EXPRESSIONS PARFUMÉES – FIRMENICH – FLEURS DE FESTIVAL – FLEURS D’EXCEPTION DU PAYS DE GRASSE – FLORAL CONCEPT – FRAGRANCES CONCERTO – HF PERFUMES – INEVO TECHNOLOGIES – INTERESSENS – ISNARD TRANSALCOOL - JEAN NIEL – JULY OF SAINT BARTH – LABORATOIRES JYTA – LABORATOIRES SHADELINÉ – LANCÔME - LE CLOS DE CALLIAN – LE DOMAINE DE MANON – LE PARFUMEUR FRANÇAIS – LIFESCIENTIS – MANDELYS – MASTER FOQUAL – MD FRAGRANCES – MOD’VERRE – NISSACTIV – OREDUI - PARFUMERIE FRAGONARD – PASSION NEZ – PCW – PKDERM – QUIMDIS – ROBERTET –TECH ISI – TOURNAIRE – TRANSPORTS GALOT**

All information on www.grasse-expertise.com and on social networks LinkedIn and Facebook

Partners

The collective brand Grasse Expertise is integrated into the OIR Naturalité de la *Région Sud Provence Alpes Côte d’Azur*, and is supported by the *Communauté d’agglomération du Pays de Grasse*, the city of Grasse, the Pôle Innov’Alliances, Cosmed and Prodarom.

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Other photos available on request