Puig names SMCP CEO Daniel Lalonde as independent director

By Eva Gracia Morales - 15 May 2019

Puig has appointed Daniel Lalonde, chief executive officer of SMCP, the French firm behind fashion labels Sandro, Maje and Claudie Pierlot, as a new independent director.

Lalonde’s appointment was announced by the Spanish fragrance and fashion firm in the Commercial Registry of Barcelona on Tuesday 13 May. Including Lalonde, Puig’s supervisory board now has 10 members.

Canadian-born Daniel Lalonde has a wealth of experience in the fashion and luxury sectors and has been chairman and chief executive officer of SMCP since 2014. During this time, the company was sold to Chinese textile conglomerate Shandong Ruyi Group. Under his leadership, the SMCP group reported a 9% increase in sales in the first quarter of the year driven by international demand.

Prior to joining SMCP, Lalonde worked for more than a decade at LVMH, holding several senior roles including chairman and CEO of Louis Vuitton in North America, according to the executive’s LinkedIn profile. He was also president of Ralph Lauren’s international division between 2012 and November 2013.

Meanwhile, Puig is a family-owned international group headquartered in Barcelona. Marc Puig leads the company as chairman and CEO, and Manuel Puig is vice president. In the last financial year Puig reported good results, with net profits of 242 million euros, up by 6% on the previous year, and sales of 1.93 billion euros.

The Spanish business has a presence in over 150 countries and its portfolio includes brands such as Carolina Herrera, Nina Ricci, Paco Rabanne, Jean Paul Gaultier and Dries Van Noten.