Paco Rabanne appoints Nadia Dhouib as managing director

By Dominique Muret - 15 March 2022

Change at the very top for Paco Rabanne. Nadia Dhouib, who has worked for 15 years with Galeries Lafayette, is the Parisian luxury label’s new managing director. She succeeds Bastien Daguzan, who will leave Paco Rabanne at the beginning of April “to pursue a personal project,” as the label indicated in a press release.

Dhouib will report to Vincent Thilloy, chief brand officer of Paco Rabanne and Jean Paul Gaultier, two labels owned by Spanish group Puig alongside Nina Ricci, Carolina Herrera and Dries Van Noten.

Dhouib grew up in Carthage, Tunisia. After prep school at HEC in Paris, she graduated from the Audencia Business School in Nantes in 2000. She began her business career at consulting firm Accenture, then applied to join Galeries Lafayette, where she was hired for the strategy office, and later became a buyer. In 2019, she was named director of the department store’s new branch on the Champs Elysées in Paris, until May 2020, when she left the group to found a consulting firm specialised in fashion and retail.

In her new role, Dhouib is tasked with writing a new chapter in the history of Paco Rabanne, following the impetus given to the label in the last five years by Daguzan, who worked alongside Creative Director Julien Dossena to develop the brand. Under their leadership, Paco Rabanne notably increased its e-tail revenue and expanded its presence in China, and recently opened a prestigious boutique on avenue Montaigne in Paris.

The Puig group underlined that the separation with Daguzan has been amicable. “The two parties remain close, and are proud of the extensive growth of the Paco Rabanne brand in the last five years,” stated Puig. In its business forecast, Puig indicated it is targeting a revenue of €1 billion for Paco Rabanne, with the majority of sales coming from the fragrance category.