

7 February 2008  
Press release

## Chanel joins Cosmetic Valley competitiveness pole

At its meeting in Tours on 6 February 2008, Cosmetic Valley's steering committee considered about twenty applications to join the competitiveness pole. Ten were accepted, including another big name in the luxury sector – Chanel is now a member of the pole, where the company will be represented by Antoine Housset, Assistant Managing Director.

The new members are:

### Companies

Chanel (Hauts-de-Seine *département*) – perfumes and cosmetics\*  
EMD (Eure *département*) – packaging for make-up  
Fruitofood (Eure-et-Loir *département*) – 100% natural dehydrated fruit  
Lami Industrie (Loiret *département*) – ensuring traceability of luxury products  
Skin'Up (Indre-et-Loire *département*) – cosmetotextiles  
Tamalys (Loir-et-Cher *département*) – organic cosmetics using strawberry root  
Techniques Industrielles (Eure-et-Loir *département*) – production tools

### Research

CNRS (national centre for scientific research – delegation for the Centre-Poitou-Charentes Region, with almost 700 researchers, mainly based in Orléans and Tours  
CRITT (regional centre for innovation and transfer of technology) in Louviers (Eure *département*) – expertise in materials, analyses (microscopic, crystallographic, densitometric, etc)

### Training

ESCEM (Indre-et-Loire *département*) – commercial and management college in Tours

### The Cosmetic Valley pole now includes:

300 companies, representing 24 500 jobs and turnover of 7 billion euros  
4 universities (Orléans, Tours, Rouen, Versailles Saint Quentin-en-Yvelines)  
178 public research laboratories and 5 500 researchers  
82 training establishments

Brands: Clarins, Caudalie, Guerlain and Dior (LVMH), Hermès, Lolita Lempicka (Pacific Création), Paco Rabanne and Nina Ricci (Puig), Shiseido, Yves Saint Laurent and Gemey-Maybelline (L'Oréal), Calvin Klein (Coty Prestige)

*\*Chanel is based in the Hauts-de-Seine département, and has the benefit of the waiver granted to major brand names in a département that borders those of the pole, in this case the Yvelines département.*

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