

Paris, 30 October 2025
Press release

The world's cosmetics industry opens its heart in France: launch of the patronage campaign for the Maison de la Cosmétique

On 7 October, COSMETIC VALLEY presented the Maison de la Cosmétique officially at the Petit Palais in Paris and launched its patronage campaign. The event was attended by Jean-Pierre Gorges, Chairman of Chartres métropole and Jean-Michel Wilmotte, the project architect. This iconic venue will open its doors in Chartres at end 2028 opposite the cathedral and will embody French excellence in the perfume and cosmetics sector.



Left to right: Ségolène LELOUTRE (COSMETIC VALLEY), Sébastien MONNIER (PUIG), Brigitte CLOSS (SILAB), Stéphanie ROTT (GUERLAIN), Jean-Pierre GORGES (CHARTRES METROPOLE), Jérôme HOMBOURGER (CREDIT AGRICOLE VAL DE FRANCE), Caroline PLOUGASTEL (CHANEL PARFUMS BEAUTE), Xavier GAGET (GROUPE POCHET), Thomas RIOU (VERESCENCE), Céline BRUCKER (L'OREAL France), Cédric DE WAVRECHIN (GROUPE IDEC), Marc-Antoine JAMET (COSMETIC VALLEY), Jean-Michel WILMOTTE (WILMOTTE ET ASSOCIES ARCHITECTES), Christophe MASSON (COSMETIC VALLEY). Copyright: Sylvain Bachelot

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A totem project, symbolising an exceptional ecosystem

Sponsored by COSMETIC VALLEY and supported by Chartres Métropole, the Maison de la Cosmétique takes centre stage as a flagship project, bringing together everyone involved in the French perfume and cosmetics industry. This unique space covering 2,650 m² is undergoing complete renovation and combines innovation, heritage and transmission. It offers a 1,000 m² immersive exhibition space, 400 m² Cosmotopia Garden, workspaces and event venues, as well as a space set aside for experimentation and creativity.

Aspiring to general interest and impact for the sector

The Maison de la Cosmétique is not just a building - it seeks to be a living manifesto, a centre for interpretation and convergence, open to all audiences - businesses, researchers, institutions, students and general public. It celebrates universal beauty available to all and embodies the sector's founding values: excellence, innovation, transmission, inclusion, sustainability and responsibility towards living beings. Designed as a catalyst of knowledge and emotions, it promotes the union between science, art and society whilst committing firmly to sustainable and ethical cosmetics.

A showcase for the economy, culture and the region

The Maison de la Cosmétique is part of the dynamic city of Chartres, home and birthplace of COSMETIC VALLEY, at the crossroads of heritage, tourism and industry. It is targeting 100,000 visitors a year, both professional and general public, and intends to become a hub of attractiveness and international influence for the sector, which accounts for 71 billion euros annual turnover, 226,000 jobs and over 6,300 establishments in France. A living location, open to all.

A decisive patronage campaign to achieve a collective ambition

A large-scale patronage campaign is underway through the COSMETIC VALLEY endowment fund to turn this strategic vision into reality. Its goal: to raise between 7.5 and 10 million euros by 2028. Several levels of commitment are suggested, so that each patron - founder, ambassador, builder or benefactor - can join this collective adventure and enjoy exclusive, strategic benefits (enhanced profile, involvement in governance, privileged access to events, etc.).

Call for mobilisation

The launch evening unveiled nine patrons already committed to the project, including major companies and SME, all united by the conviction that investing in the Maison de la Cosmétique is investing in the future of a sector of excellence. The pioneer patrons of the Maison de la Cosmétique are, in alphabetical order: CHANEL PARFUMS BEAUTE, CREDIT AGRICOLE VAL DE FRANCE, GROUPE IDEC, L'OREAL GROUPE, LVMH BEAUTY, GROUPE POCHET, PUIG, SILAB, VERESCENCE.

COSMETIC VALLEY invites all businesses in the sector to contribute to and support a meaningful, general interest project that will have an impact far beyond its walls. A project that embodies the strength of a collective united around beauty, innovation and progress.
www.maisondelacosmetique.com

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Marc-Antoine Jamet, Chairman of COSMETIC VALLEY, believes that *"The Maison de la Cosmétique is a manifesto, the living symbol of the unity and diversity of our sector. Here beauty will become emotion, knowledge a commitment and experience a promise. A space where the cosmetics industry is unveiled as a human and scientific adventure, driven by research, creative audacity and French industrial excellence. The Maison de la Cosmétique in Chartres is the cathedral of a sector that cares, unites and innovates. A unifying project, in line with the talents and ambitions of all those involved"*.

Patrons' comments: testimonials of commitment to serve the Maison de la Cosmétique

The first patrons took the opportunity of the launch of the patronage campaign to share their vision and their commitment; their testimonials illustrate the collective scope and ambition of the project:

"As an icon of perfumery and beauty, CHANEL Parfums Beauté is honoured to be associated with the Maison de la Cosmétique, a visionary project that embodies excellence, transmission and audacity. By becoming a patron, we are restating our commitment to promoting the influence of the French cosmetics sector, supporting this influence internationally and sharing with the greatest number the wealth of this universe driven by know-how, science, expertise and creativity, hallmarks of CHANEL's own excellence and audacity. Under the impetus of COSMETIC VALLEY, the Maison de la Cosmétique is bringing together everyone involved in our sector and offers a firmly ambitious vision of beauty. CHANEL Parfums Beauté is supporting this dynamic with conviction and enthusiasm."

Simona CATTANEO, Chairperson, CHANEL Parfums Beauté.

"Crédit Agricole Val de France has supported COSMETIC VALLEY since its beginnings. Together we share a single ambition: support the growth of businesses in the sector and encourage their ability to innovate, mainly through the support of our "Village by CA" in Chartres - whose major theme is cosmetics.

Boosted by the international presence of the Crédit Agricole Group and true to our values of proximity and usefulness, we are also committing to the transmission of knowledge and preservation of heritage, so as to make a lasting contribution to the economic influence of our region, thereby rendering it even more attractive and competitive. This philosophy dictates our desire for greater involvement in the development of the cosmetics sector and everyone involved in it by becoming a major patron."

Jérôme HOMBOURGER, Managing Director, Crédit Agricole Val de France.

We are proud to support the Maison de la Cosmétique in Chartres, an iconic location dedicated to promoting unique know-how and transmitting a tradition of French excellence. This project embodies both innovation, sustainability and the passion of men and women who make the cosmetics sector more widely known throughout the world. Participating in this initiative restates our desire to contribute actively to the future of a promising sector that is open to science, creation and social responsibility."

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Patrice LAFARGUE, Chairman, IDEC Group.

For 116 years, L'Oréal Groupe has been cultivating strong roots in France which it also represents internationally. We have therefore quite naturally committed to the Maison de la Cosmétique project very early on as a pioneer patron. This unifying initiative is essential in promoting the professions, heritage, vitality and future influence of our French beauty sector worldwide."

Céline BRUCKER, Managing Director, L'Oréal France.

"The Maison de la Cosmétique will defend our vision of beauty: inclusive beauty that is respectful, accessible and rooted in the diversity of cultures, ages, genders and sensitivities. A beauty which protects, reveals, cares and unites. It will defend our European industrial vision. An ethical, demanding and responsible vision. A vision where beauty is a right, a type of care and a factor of well-being."

Stéphane RINDERKNECH, Chairman, LVMH Beauty.

"This project resonates deeply with the history of Groupe POCHET. We have been bringing French know-how of Beauty to life for over four centuries with passion and stated expectations. We are extremely proud to witness the birth of a place that celebrates these professions whilst projecting them towards the future."

Xavier GAGEY, Chairman, Board of Directors, Groupe POCHET.

"As a French, independent, family business, SILAB is proud to be associated with this fine project which will participate positively in the influence of Made in France and French cosmetics. We also believe that the Maison de la Cosmétique is an ideal platform for raising the profiles of all professions in the sector including that of active ingredient suppliers, which can be seen as a "niche" profession, especially when natural active ingredients are involved. SILAB naturally enters into this responsible, shared vision, working to solidify the sector and to innovate every day and for the future."

Brigitte CLOSS-GONTHIER, Chairman, Board of Directors, SILAB.

VERESCENCE is proud to be among the first patrons of the Maison de la Cosmétique. An exceptional location to share French excellence of an entire ecosystem with the greatest number of people, from the glass flask to the final product. Fruit of a history, an enthusiastic commitment by many employees and close collaboration with everyone involved in the French sector."

Thomas RIOU, Chairman, VERESCENCE.

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About COSMETIC VALLEY - "Beating heart of the global cosmetics industry"

COSMETIC VALLEY is the leading global perfumery-cosmetics network and coordinator of the French sector. The association brings together all the know-how of the profession, from plant cultivation to finished products. Its mission: to promote the French brand through innovation, export, business, employment and training, strengthen the visibility and attractiveness of research laboratories, companies and regions and share the challenges and opportunities of the sector to serve its economic development.

COSMETIC VALLEY is a competitiveness hub at the cutting edge of innovation, sponsoring public and private research and development partnerships within the perfumery-cosmetics sector.

This jewel in the French economy defends the voice of a fabric of more than 6,300 establishments of all sizes (85% VSE/SME/SMB and all the world leaders), accounting for nearly 226,000 jobs for €71 billion estimated turnover and more than a thousand patents lodged per year. It is the world's largest exporter of perfumes and cosmetics, with €21 billion of exports in 2024.

The COSMETIC VALLEY claim "FRANCE CARES FOR YOUR SKIN" seals the values of a sector that bears emotion, intimacy and universality, with major ambitions for scientific progress and the environmental responsibility of the sector. Cosmetics, an industry of the past and the future.

www.cosmetic-valley.com

About the COSMETIC VALLEY Endowment Fund

Created in 2014, the COSMETIC VALLEY Endowment Fund supports and develops general interest initiatives in France and internationally, mainly through patronage. Its goal is to promote sciences, arts and culture and to share knowledge in the following areas:

- Cultural and industrial heritage of cosmetics
- Research in the fields of cosmetics, perfume and cosmotopoeia.
- The Maison de la Cosmétique museum in Chartres

Examples of three projects promoted and supported by the COSMETIC VALLEY Endowment Fund: The Cosmetic Victories international competition, the Congo Basin Cosmotopoeia Fund and the Maison de la Cosmétique. <https://www.cosmetic-valley.com/fr/page-de-base/notre-fonds-de-dotation>.

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