



## Puig takes a minority stake in EB Florals

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- **Puig enters EB Florals as minority shareholder, as of April 2016**
  - **This participation confirms the company's interest in niche perfumery**
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Barcelona, May 4, 2016

Puig announces today its entry as a new shareholder in Eric Buterbaugh Florals (EB Florals).

EB Florals was founded by Eric Buterbaugh, world-renowned floral designer, and Fabrice Croisé, in 2015. Together, in collaboration with the world's leading perfumers, they have created an ultra-exclusive line of floral fragrances: a lavish collection of eight unisex scents and six candles conceived as a homage to Eric Buterbaugh's floral artistry. To date, the line has been available only at the brand's flagship boutique in West Hollywood and online. In early May 2016, EB Florals products will be available for purchase at Saks Fifth Avenue in Beverly Hills, San Francisco, Las Vegas, Houston and Toronto, and at Bergdorf Goodman, New York.

Puig has become a minority shareholder with the objective to support the growth of EB Florals through brand building and deployment. The agreement is structured to accommodate the growth of the company's investment over the next several years.

"Puig will bring to EB Florals its market know-how, as one of the key players in the fragrance business worldwide, as well as its expertise in and respect for the development of avant-garde concepts and innovative fragrances," says Fabrice Croisé.

"We have an eye for spotting and developing creative and innovative perfumery. We see this partnership with EB Florals as an opportunity to expand our presence in the exclusive high-end fragrance category, where we already operate through our owned niche brands, Penhaligon's and L'Artisan Parfumeur, acquired last year," says Marc Puig, Puig Chairman and CEO.

This agreement is in line with the Puig strategy to focus on the selective perfumery market in order to achieve its business goal of capturing a 12 percent global market share by 2020.

### **About EB Florals**

EB Florals, founded in 2015 by Eric Buterbaugh and Fabrice Croisé, was created as a collaborative effort between Buterbaugh, Croisé and the world's leading perfumers. With more than 16 years of experience in the business of opulent flower design, Eric Buterbaugh has a true appreciation for beauty, elegance and impeccable attention to detail. His designs have become the standard for an entire floral industry and boast a star-studded client list including: Gwyneth Paltrow, Nicole Richie, Demi Moore,

Madonna, Dior, Valentino, the British Royal Family and HM the King of Thailand.

[www.ebflorals.com](http://www.ebflorals.com)

### **About Puig**

**Puig** is a third-generation family-owned fashion and fragrance business based in Barcelona. The strength of Puig lies in its ability to build brands, to shape the image of brands through fashion, and to translate that same image into the world of fragrance through storytelling and product excellence.

The company's strong performance has resulted in substantial growth and revenues of €1,645 million in 2015. Puig success stories include a combination of owned brands such as **Carolina Herrera, Nina Ricci, Paco Rabanne, Jean Paul Gaultier, Penhaligon's** and **L'Artisan Parfumeur**; licenses such as **Prada, Valentino** and **Comme des Garçons**; and celebrity fragrances. Puig products are sold in more than 150 countries.

[www.puig.com](http://www.puig.com)

<https://www.youtube.com/c/Puig>

<https://www.linkedin.com/company/puig>