



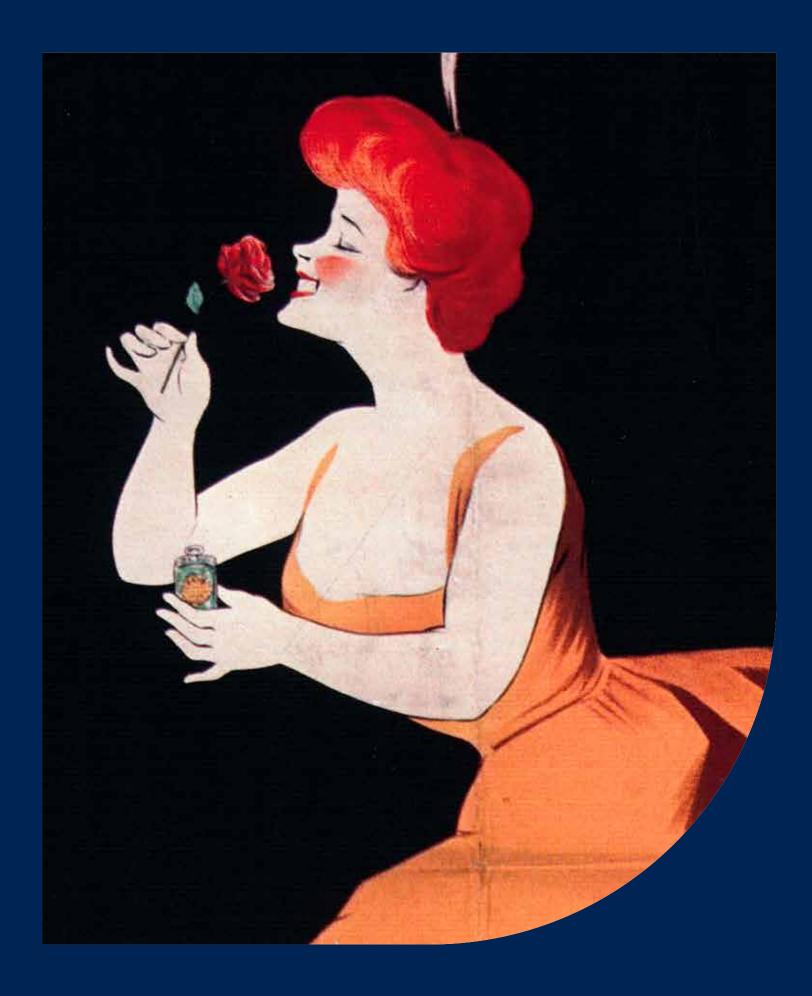
When Coty first entered the world of perfumery, rich floral bouquet scents were the height of popularity.

Coty decided to try something new and designed a fragrance around a single floral note, known as a soliflore, which he called La Rose Jacqueminot.

• 1930 • 2000 • 2000 • 2020 1910







To boost the strength of the central rose note, a combination of new synthetic ingredients was added to bring clarity and lasting power to the scent.

At the time, many perfumers were reluctant to try these new synthetic molecules, but Coty saw their potential to create a whole new vocabulary of olfactory experiences.





Legend has it that Coty got its first big break when François accidentally dropped a bottle of La Rose Jacqueminot on the sales floor of the Parisian department store Les Grands Magasins du Louvre during a sales pitch.

The broken bottle released its scent into the air, attracting nearby customers who wanted to know where they could buy the intriguing new fragrance.



The incident allegedly earned Coty its first account with the store, and within months La Rose Jacqueminot was being worn all over Paris.









L'ORIGAN - 1905































• 2020 1910 • 1930 • 1960 • 1990







Coty's new neighbor in the Place Vendôme was the renowned artisan and jeweler **René Lalique.** The two businesses quickly struck up a creative partnership, with Lalique designing elegant labels and custom perfume bottles for Coty's new fragrances.

> These new designs could be mass-produced at a lower cost so that a growing number of consumers could afford a piece of Coty luxury.

Soon, every perfumer was crafting unique fragrance flacons like Coty and Lalique.



Au Coeur Des Calices - 1912

Cyclamen - 1913

1910 1930 1960 1990 2020







To meet the growing demand, Coty began to acquire property on the outskirts of Paris and other regions of France to expand its manufacturing capacity.

A Coty complex of administrative offices and production facilities was developed in the Paris suburb of Suresnes that came to be known as La Cité des Parfums.



• 2020 1910 • 1930 • 1960 • 1990



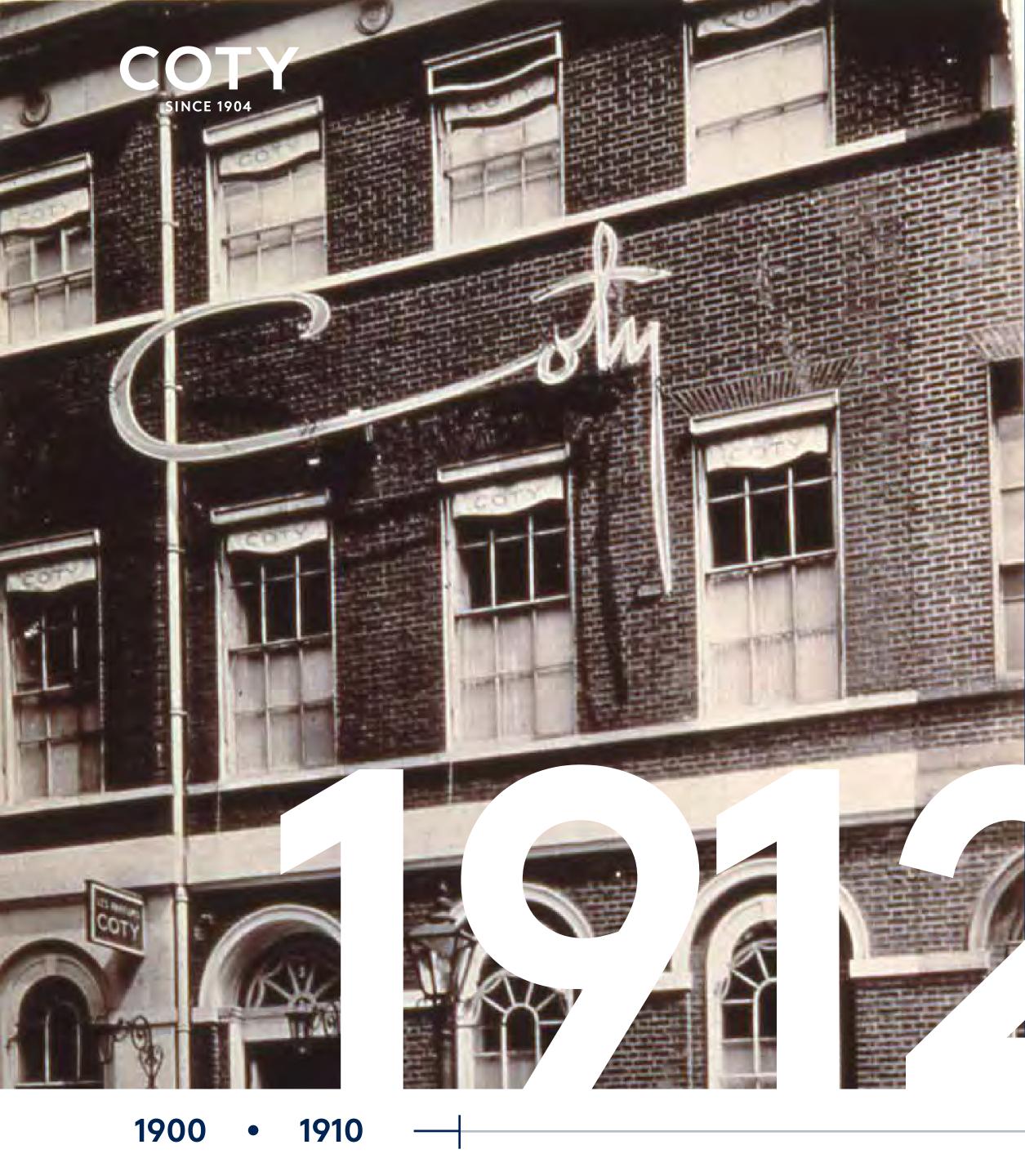




This early example of vertical integration allowed Coty to eventually oversee the entire life cycle of a fragrance, from flower fields, to manufacturing, to the delivery vehicles that transported Coty perfumes to the stores that sold them.







Coty opened its first **international subsidiaries** in Moscow, London, **and New York.**

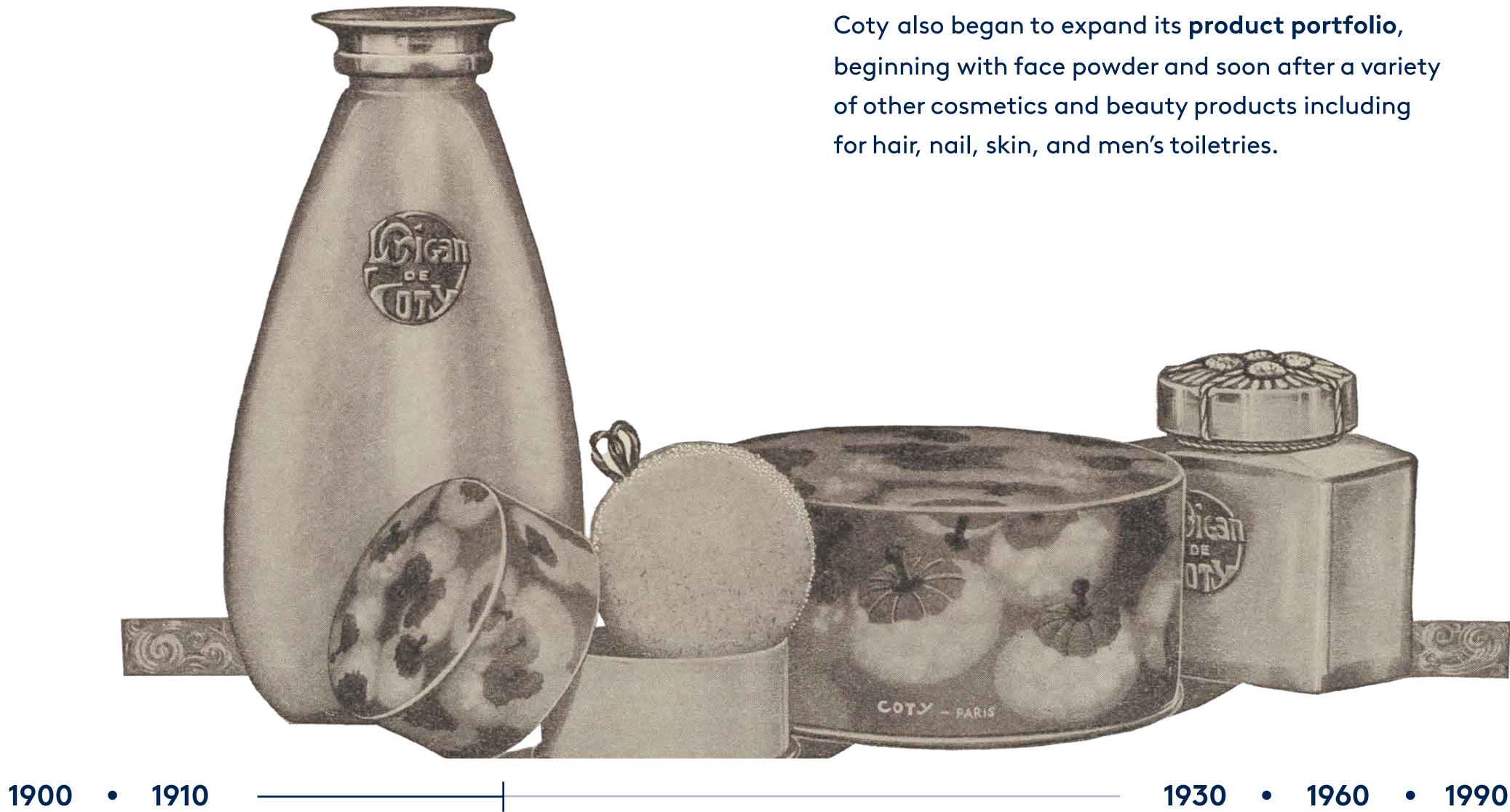
Soon, other Coty locations were opened in major cities across Europe, North and South America, and Asia.

1930 • **1960** • **1990** • **2020**



20





1930 • 1960 • 1990 • 2020









1900 • 1910 During World Warl, demand for Coty products grew as soldiers returning from the front lines across Europe brought back Coty perfumes and powders as gifts for the women waiting for them back home.

11



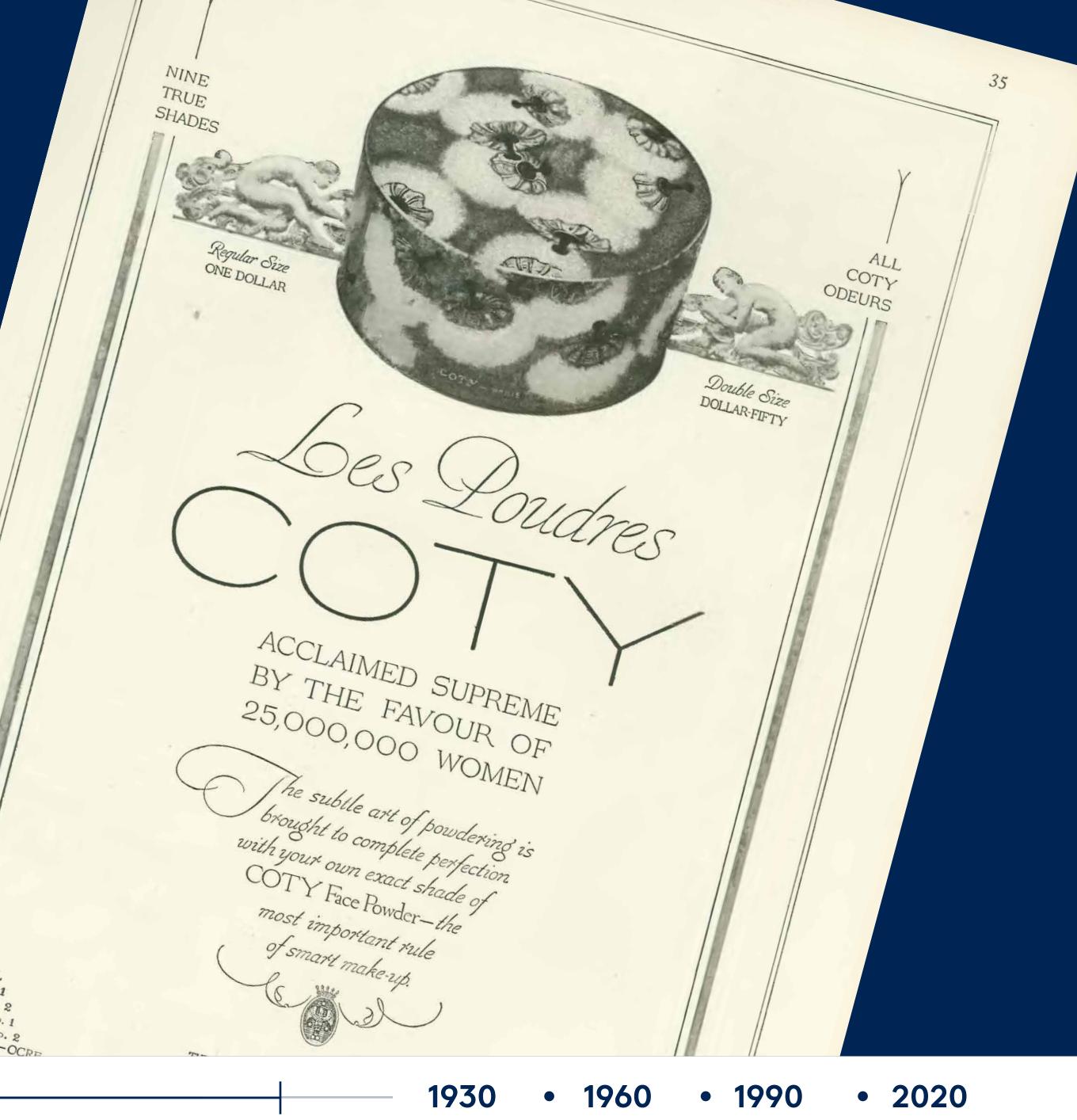




By the 1920s, Coty was a **global** leader in beauty, with tens of millions of devoted consumers the world over.

> BLANC NATUREL ROSE No. 1 ROSE No. 2 RACHEL No. 1 RACHEL No. 2 OCRE ROSE-OCRE MAUVE

1900 • 1910





Building on the global popularity of its existing cosmetics, Coty introduced the revolutionary Air Spun Face Powder featuring an innovative new manufacturing technique that produced a softer, finer powder than any other on the market.

> Air Spun's success was immediate, sold around the world in Coty's already iconic powder puff packaging design.



• 1930 1910 1900 •



The Powder that stays on and does not cause enlarged pores.



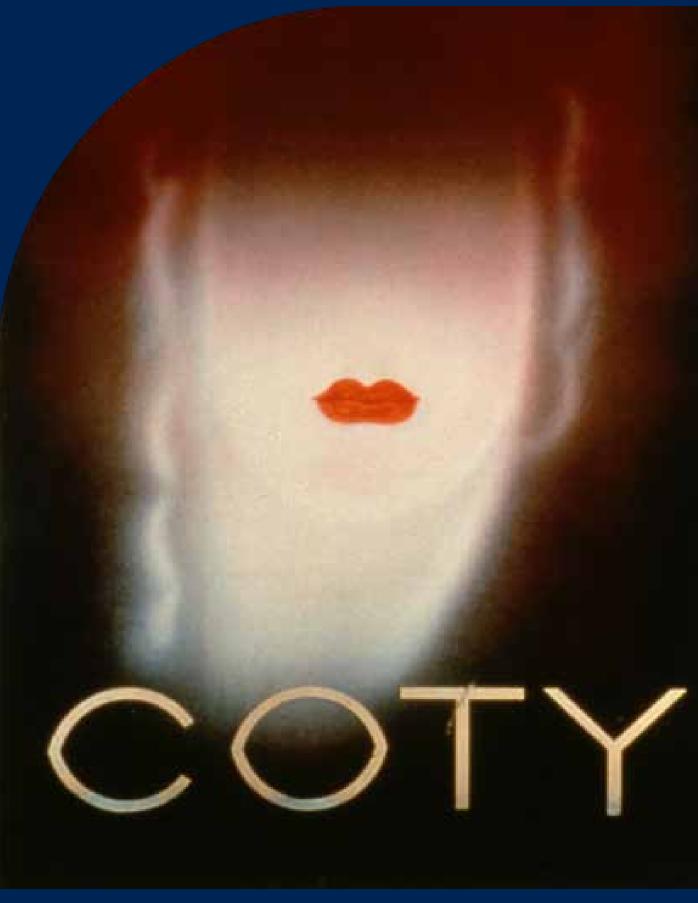




Following the death of François Coty in 1934, control of the business was transferred to his first wife, Yvonne Le Baron, who had played a key role in establishing Coty during its early years and remained committed to its success.

> Yvonne and her second husband, Léon Cotnareanu, would go on to shepherd the business through the economic depression and wartime years of the 1930s and 1940s.

1900 • 1910 • 1930



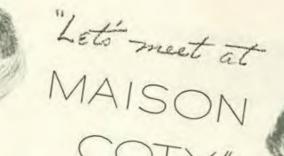
1960 • 1990 • 2020











I spotted it the first day as the best meet ing place at the World's Fairl You can't miss it! Look up, and you'll see that amiliar Powder Puff Box, es you step from the Long Island Station - or the I.R.T. or the B.M.T. "If I'm late - you'll be glad! There's to much to iee. You'll be fascinated by the machine that clones- and turns out 'Air-Spun' Powd before your very eyes ... You'll follow your nose to the lovely 'Ferfume ! hops'. You'll stroll into the exciting Perlupe Musée. You'll chat with the Coty Consultants. But don't see the movie until I come. "That tour through Maison Coty will put us in just the right mood to start our Fair holiday."

* A tomp leads directly from the Long bland Station into "Maicon Coly." The L.R.T. and E. M.T. Station is only a few maps away, LOOK TOL IT ON THE "NEW YORKEP MAP IN THIS ISSUE. 1

The **1939 New York World's Fair** included a glamorous Coty Pavilion known as Maison Coty that featured a Fountain of Beauty, Hall of Perfumes,a small theater for screenings, various displays of products and ingredients, and a fully functioning Air Spun microniser.

COT

le Vertige

AVILLON COTY ATTIRE ET

rigan



His duty to serve-

Hers

to inspire -

1910 • 1930 1900 •

During World War II, Coty adapted to rationed materials and redirected its manufacturing to camouflage makeup, insect repellants, and other wartime needs.

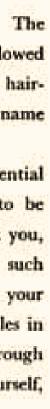
COTY **IN WAR TIME**

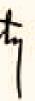
THE Coty laboratories and factories are carrying on. The Coty tradition, built up over the years, will not be allowed to die. The products of Coty will not deviate by one hairbreadth from the high standard of excellence which the name has always implied.

Coty have considerable stocks of raw materials and essential oils in this country, so Coty specialities will continue to be distributed to dealers impartially and fairly. May we ask you, however, to encourage your customers to buy refills for such articles as Lipsticks and Compactes, and to persuade your customers to return to you any empty Coty jars and bottles in their possession. (We shall arrange for their collection through our Representatives.) In that way you will be helping yourself, Coty and the Country. Thank you.



1960 • 1990 • 2020









The Coty American Fashion Critics' Awards

were established to help promote and celebrate American fashion and encourage emerging designers during the war.



It become one of the most influential awards in fashion and helped launch the career of many of America's most successful designers.

> 1960 • • 2020 1990







OR EXCITEMENT

Coty's new hues accent the Paris-inspired Fashions

The fashion world looks to Paris for colors. that mark the season "new". Coty color authorities catch the picture, too, with three exciting Paris-inspired shades for the brilliant new Creamy Lipstick. These colors are created to flatter YOU and your costume. For no one shade of lipstick can do justice to every woman's individual coloring. When you choose a color of lipstick he sure it harmonizes with both your complexion and the color of the costanae you wear.

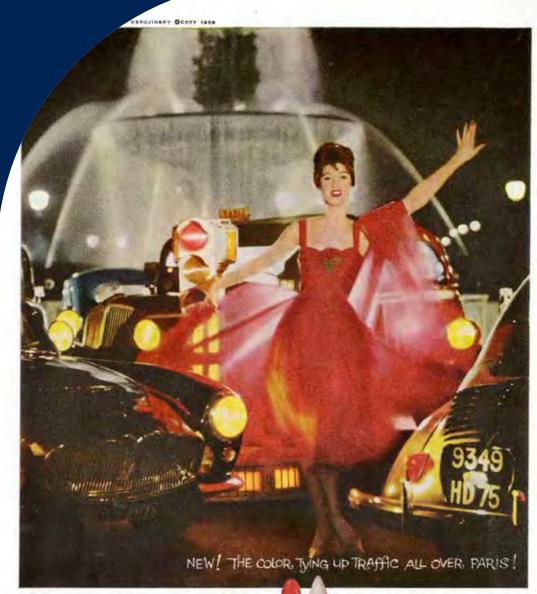
ROSE - a warm, vibrant pink to complement lair skins especially when worn with the blues, manyes, and plaks.



EBANIUM - a spicy, clear red ticularly becoming to modium tone skins and barmonialing with navys, greans, and grays,

> "Creamy" Lipstick by Co Fashions by

> > 1900 •

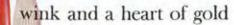


A flaming Pink with a wicked

Only one color could create such heavenly havoc. Rue de la Pink! For this gilded, giddy season, Coty took a gorgeous giddy pink . . . tangled it all up in gold . . . fanned it into fashion's newest flame. Rue de la Pink! See it strike black with lightning . . . delight white . . . set fire to pastels . . . electrify everything you wear! Rue de la Pink! Rue de la Pink! What a delicious snare, whether you're sunnied or fair. What honeyed flattery for lips an fingertips. Don't venture out without it.

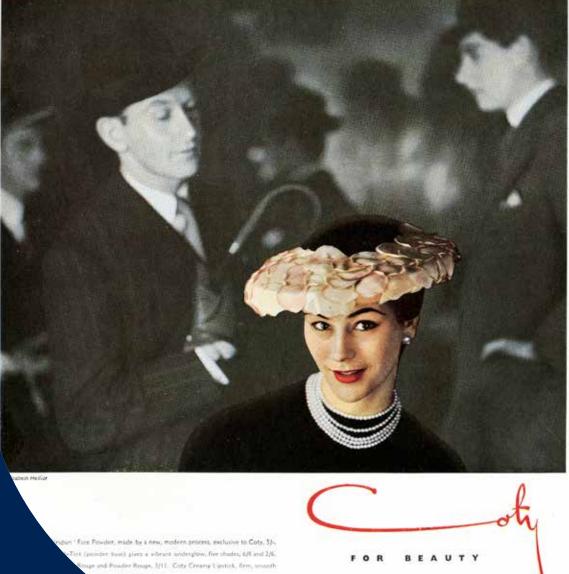
COTY ... THE ESSENCE OF BEAUTY THAT IS FRANCE

1910 • 1930





ANCE brings her loveliness to life. Her skin has a glow beneath its creamy finish, her lips are a smooth brilliance. Where she moves the sun seems to shine. This beauty is of her own making, her own intelligent choosing.



hange refil, 3J11.

SHOPS AND AT THE COTY SALON, 3 NEW BOND STREET, W.I.

The TATLER and Bysiander, May 9, 1931

Following the war, Coty raised prices and modernized its packaging, seeking to rebuild the brand's **luxury image**. Marketing campaigns reestablished the link to **fashion** trends and the allure of Paris.

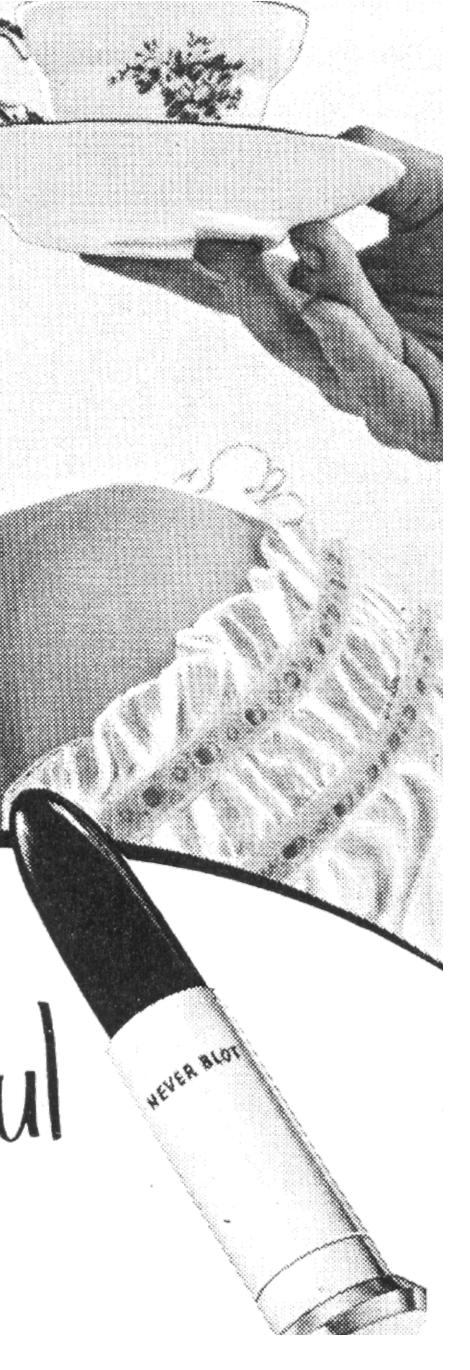
1960 • 1990 • 2020





hodu W V

1900 • **1910** • **1930**



Coty entered the Lipstick Wars of the 1950s with the launch of **Coty 24**, an indelible lip color that could last all day and night.

The craze for feminine red lips paired with the rise of new television advertising helped bring cosmetics to the mass market.

1960 • 1990 • 2020









Chas. Pfizer & Co. acquired Coty as part of its efforts to expand from pharmaceuticals

1 siz

into consumer products.

• 1960 1900 • 1910 • 1930



and the product portfolio was reduced.

C-AF

10000







Imprévu was launched as Coty's first new fragrance in almost 20 years.



Imprévu

COTY

AND NOW SPRING IS AN ALL-YEAR THING IMPREVU PARFUM de COTY

1990 2020











saw a flurry of innovation in Coty cosmetics and skincare with a range of new applications, effects, and formulations.

1900 • 1930 • 1960 1910

COTY ORIGINATES FLOWING LIPCOLOR

COLOUR ENRICHED WITH PRECIOUS HYDROLYZED PROTEIN. JRE, CLEAR COLOUR THAT FLOWS ON THROUGH A BRUSH. TO GIVE LIPS A STARTLING BRILLIANCE NEVER BEFORE POSSIBLE.

> At long last lipstick as we've in it for generations has gone. And what's left is





Coty Originates The Changeless Colours.

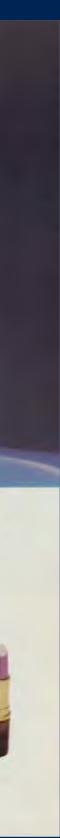
Coty Originals Lipstick. With texture that's never been. And lightness that's never been. And colour that's never been. To wear it is like slipping a smooth, luminous jewel across your lips and finding its colour there. Pure colour, Unclouded colour. Unchanging colour. (As unchanging as if you just put it on.) This is the Coty Originals look. Never shiny. Or

glittery. Or glossy. But radiant. And fresh. And staggeringly soft. Six luminous frosteds. Six limpid remes. Each in its own tortoise case, banded in gold. Suddenly the changeless mouth is here. And all you need to get one is two lips that say Coty.

RIGINAL



1990 • 2020

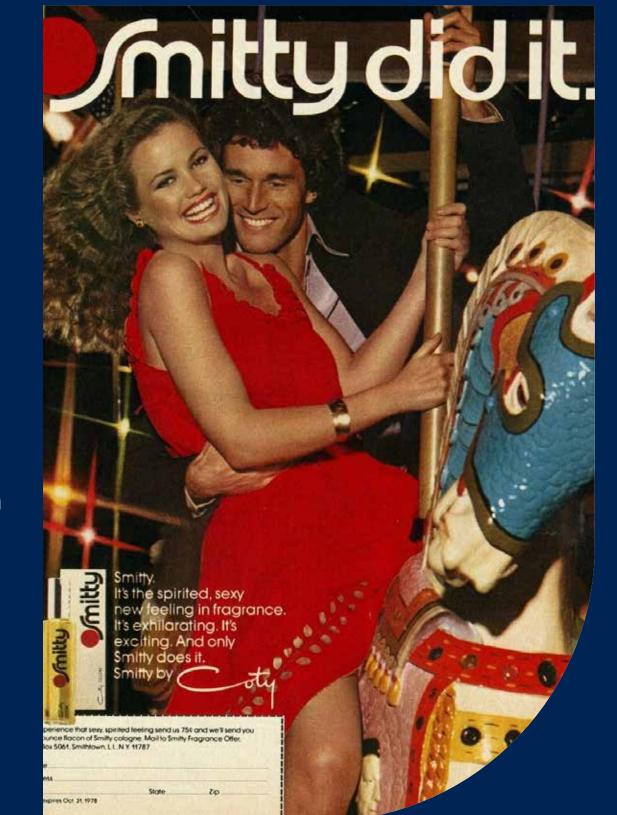


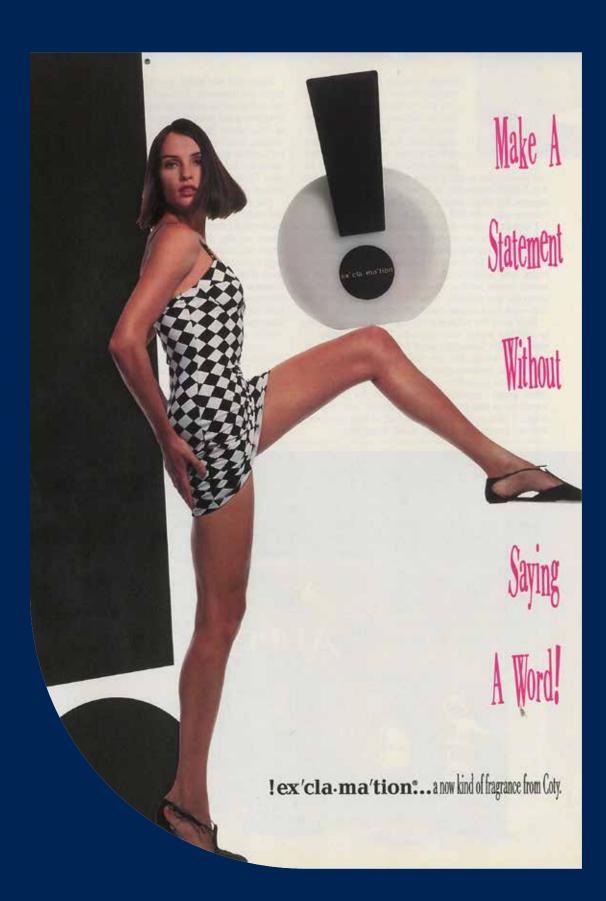




saw an increase in mass-market fragrances through new product launches, as well as lifestyle and celebrity licensing.

1900 • 1910 • 1930 • 1960





1990 • 2020







JAB

Joh. A. Benckiser G.m.b.H. acquired Coty as it expanded its consumer goods portfolio into the beauty category.







The Lancaster Group of brands was merged with Coty, making the business a leader in mass fragrance and a new player in prestige fragrance, color cosmetics, and skincare.





DAVIDOFF













adidas

JIL SANDER









Portfolio diversification continued as Coty partnered with a growing list of leading names in fashion, skincare, and cosmetics.



1930
1960
1990 1900 • 1910







1910 1930
1960
1990 1900 •

Coty became a publicly traded company on the New York Stock Exchange. The initial public offering was described as the largest U.S. IPO for a consumer products business.







The business continued to grow through strategic acquisitions and partnerships across multiple categories.

1900 • 1910 • 1930 • 1960 • 1990





TIFFANY& CO.



1900 • 1910 • 1930 • 1960 • 1990













Following two decades of portfolio growth, Coty had claimed the global title of:



1900 • 1910 • 1930 • 1960 • 1990



#2

in professional hair color & styling











• 1930 • 1960 • 1990 • 2020 1900 • 1910

In Coty's newest chapter, the business continues to adapt to the changing world and beauty landscape, with a focus on...



1900 • 1910 • 1930 • 1960 • 1990 • 2020 —

A portfolio of best-in-class prestige and consumer beauty brands built around our core categories of fragrance, cosmetics and skincare.



A portfolio of best-in-class prestige and consumer beauty brands built around our core categories of fragrance, cosmetics, and skincare.

Beauty That Lasts, with sustainability initiatives targeting our People, **Products and Planet.**



A portfolio of best-in-class prestige and consumer beauty brands built around our core categories of fragrance, cosmetics, and skincare.

Beauty That Lasts, with sustainability initiatives targeting our People, Products, and Planet.

Fearless Kindness at the heart of everything we do...





...while always maintaining the spirit of innovation and excellence that set Coty on the path to success over a century ago.

HOME