



Hervé Zeller

CEO & Commercial Director |
Luxury | Ready-to-wear | Cos-
metics | Upcycling

Paris, France

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Languages

French (Native)

English (Fluent)

About

I built my career in France and in the UK working for international Luxury groups and medium-sized companies (LVMH, Richemont, Interparfums...) in menswear and cosmetics.

I am a passionate Sales & Executive Director and entrepreneur. I am motivated by the conception and the implementation of strategies resting on the strengths of every collaborator. I like conceiving and developing projects for a long-term.

BRANDS WORKED WITH

Propice Paris

Edition Limitée

Artdeco Cosmetic France

Interparfums

LABORATOIRES OMEGA PHARMA

Alfred Dunhill

Sephora

Hackett London

Experience

● CEO & Founder

Propice Paris | May 2021 - Now

Propice is a made in France upcycled, organic, natural & vegan skincare brand.

Does upcycling mean anything to you ?

We recover plants & fruits discarded from their industry of origin, or part of these unused ingredients, for the development of our innovative eco-designed formulas.

We contribute to the well-being of the planet by limiting the consumption of its resources and position the brand at the heart of the circular economy by applying its principles to cosmetics.

We rethink the way we consume beauty and offer an authentic brand that resonates with our awareness of a more beautiful world.

Our values and the vocation of our brand are written in its French name which means : auspicious · propitious · favorable.

Time is right for beneficent and virtuous clean beauty.

Offer clarity, transparency, benevolence, positivity and authenticity while being collaborative

We love Upcycling, and you ?

www.propice-paris.com



● Vice President Global Sales

Edition Limitée | Apr 2019 - May 2021

Edition Limitée is specialized in tailor-made objects and packaging for promotional operations. We rely on a strong experience in the world of design, manufacture and distribution of many types of products : Luggage, textiles, jewelery, home accessories, totebags and packaging.

Customers :

- Cosmetics, digital, ready-to-wear, luxury and pharmaceutical sectors
- Sezane, Lacoste, My Littlebox, Petit Bateau, Bonpoint, Avène, Klorane, Estée Lauder, Interparfums, Montblanc, Jimmy Choo, Rochas, Lanvin, M.A.C, Air France...

www.e-limitee.com

● Commercial Director

Artdeco Cosmetic France | Jan 2013 - Jun 2017

The Artdeco Cosmetic group GmbH is based in Munich and is a manufacturer and a world distributor of 7 cosmetics brands (make-up, skincare, nail polish).

Duties :

- Member of the board
- Management of 4 brands Artdeco, ANNY, BeYu, Biodroga.
- Management of BtoB & BtoC sales forces, 20 people
 - ° 2 sales managers and 16 sales representatives (BtoB).
 - ° 1 store manager, 2 sales assistants (BtoC), Flagship store based in Paris.
- Key Account Management, beauty salons and perfumeries.
- Set up and management of a new affiliates network of beauty salons : " Artdeco Institut ".
- Commercial strategy, KPI, P&L.
- Recruitment.

Achievements :

- Sales increase +11% 2016 vs n-1, +5% 2015 vs n-1, +8% 2014 vs n-1.
- Creation, launch & management of the "Artdeco Institut " franchises network (2015).
- Brand referencing & launch of the Artdeco make-up brand within the Esthetic Center Chain (2015).
- Launch & management of the skincare brand « Asian Spa » in beauty salons (2016).
- Launch & management of the nail polish brand ANNY in Nocibé perfumeries chains (2015).
- Creation, launch & management of a new sales force with the BeYu make-up brand (2014).
- Recruitment, launch & management of the store Artdeco Beauty Shop team - Paris (2014).

www.artdeco-cosmetic.fr



● Sales Director

Interparfums | Jul 2009 - Dec 2012

Interparfums is based in Paris and is a manufacturer and a world distributor of fragrances under licences. 420 millions € worldwilde turnover in 2012. Brands : Burberry, Lanvin, Van Cleef and Arpels, Paul Smith, S.T. Dupont, the Montblanc, Jimmy Choo, Balmain, Boucheron, Nickel.

Duties :

- Regional Management half north France of 8 sales representatives (Sell in & Sell out profils), 8 sales animatores.
- Key Account Management (Nocibé, Galeries Lafayette, Printemps, Parashop).

Achievements :

- Sales increase +11% 2011 vs n-1, +15% 2010 vs n-1.
- Launch & management of the Jimmy Choo brand (Sephora exclusivity).
- Launches & management of new fragrances (Body Burberry, Legend Montblanc...).

www.interparfums.fr

● Key Account Manager

LABORATOIRES OMEGA PHARMA | Nov 2005 - Jun 2009

Omega Pharma France is belguim compagny and the French head office is based in Paris. The compagny is a manufacturer and a world distributor of 70 Over The Counter (OTC) brands to chemists and non-prescription health and beauty POS. 200 millions € french turnover.

Duties :

- Key Account Management for the make-up T.LeClerc brand (Galeries Lafayette, Primtemps).
- Management of 5 sales representatives (Sell out profils).

Achievements:

- Sales increase + 25% 2008 vs n-1, + 30% 2007 vs n-1.
- Implementation of the brand in the Galeries Lafayette stores .

www.omega-pharma.fr

● **Area Sales Manager**

LABORATOIRES OMEGA PHARMA | Nov 2003 - Oct 2005

Duties :

- In charge of developping the make-up T.LeClerc brand for the chemists and non-pharmaceutical chemist's industries.

Achievements:

- Sales increase +18% 2005 vs n-1.
- Promoted to key Account Manager.

www.omega-pharma.fr

● **Store Director**

Alfred Dunhill | Jan 2002 - Dec 2003

Alfred Dunhill is a luxury ready-to-wear and sales of men accessories part of the Richemont Group.

10 millions € turnover - 35 employees - Paris

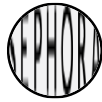
Duties :

- Management of 1 assistant store manager and 4 sales assistants.
- Budget, stock level, administration, recruitment

Achievements:

- Store opening, recruitment

www.dunhill.com



● **Store Director**

Sephora | Jan 2001 - Dec 2002

Sephora is a distributor of Luxury cosmetic products part of the LVMH Group.

10 millions € turnover - 170 employees - London

Duties :

- Management of 3 assistant store managers and 12 sales assistants.
- Budget, stock level, administration, recruitment

Achievements:

- Store opening , recruitment - Uxbridge (west London)

www.sephora.fr



● **Store Manager - Liberty department store**

Hackett London | Jun 1996 - May 2001

Hackett is a manufacturer and worldwilde ditributor of ready-to-wear and made to mesure menswear. At the time the company was part of the Richemont Group.

90 millions € turnover - 150 employees - London

Richemont Group

1998 / 2000 (2 years) – Liberty department store – Store Manager.

1998 / 1998 (1 year) – Liberty department store – Assistant Manager.

1996 / 1998 (2 years) – Jermyn Street - Junior and Senior Sales Assistant.

www.hackett.com

Education & Training

2009

● **Baruch College**

Executive MBA,

2009

● **Tsinghua University**

Executive MBA,

- 2008 - 2010 ● **NEOMA Business School**
Executive MBA,
- 2008 ● **Stellenbosch University**
Executive MBA,
- 1996 ● **Westminster Kingsway College**
English for Business,
- 1991 - 1993 ● **Groupe IGS Formation Continue**
BTEC Sales & Marketing,