



Sep 06, 2022 16:19 CEST

IFRA welcomes new Global Communications Director

Brussels, 06 September 2022 – The International Fragrance Association (IFRA) has welcomed a new Global Communications Director, effective as of 5 September 2022. This new hire reinforces its team, and will help to steer the association into its 50th anniversary year. The Global Communications Director will lead both IFRA’s internal and external communications activities.

Charles de Lusignan joins the fragrance industry at an exciting and challenging period for the sector. Regulatory development and a greater

global focus on economic, social and environmental sustainability make amplifying the voice of fragrance even more essential.

Mr de Lusignan is a British, Belgian and Italian national with an established track record in industrial and policy communications. Over his more than decade-long career, he has managed or led communications activities in both the European automotive and steel industries.

A graduate of the College of Europe, Mr de Lusignan grew up in Belgium and was most recently Head of Communications and Public Affairs Europe at one of the world's largest and most advanced steel technology and equipment manufacturers, based in Luxembourg and Germany.

Welcoming Charles to the organization, IFRA President Martina Bianchini said,

"IFRA's long-term mission is to promote the safe use and enjoyment of fragrance around the world. We build on science and we aim for global collaboration, sustainability and customer engagement".

Hans Holger Gliewe, IFRA Chairman added:

"Charles' skills and experience will help IFRA to grow our communications output to new heights at a juncture at which all IFRA stakeholders are seeing significant regulatory developments and advocacy activities with global implications.

Speaking on his appointment to the role, Mr de Lusignan said,

"I am delighted to be joining this exciting sector. Smells define the world around us, and fragrance plays an essential role, not just in consumer goods but in our overall wellbeing. My goal is to help transform how fragrance is understood and to strengthen the voice of the sector around the world."

IFRA brings together seven multinational companies and 23 national associations in 24 countries across four regions. Our goal is to make a difference - in every sense: to create fragrances that bring joy, wellbeing and color to people's lives; to support prosperity through jobs and scientific advances; and to act responsibly - protecting consumers through our Code of Practice and IFRA Standards, respecting our shared environment. Overall,

fragrance enables a global consumer goods market worth €357 billion.

The International Fragrance Association, founded in 1973, represents the interests of the fragrance industry worldwide. IFRA comprises 7 multinational Regular Members, 22 National Associations and 12 Supporting Members in four global regions representing hundreds of small and medium-sized fragrance ingredient manufacturers, as well as supporting members. Its mission is to promote the safe and sustainable use of fragrance.

Fragrances are a key ingredient used by consumer goods companies – for fine fragrances, personal care and cosmetics products, household care and more.

IFRA's flagship safe use program, the IFRA Standards, applies safety management measures based on scientific assessment and the evaluations of an independent Expert Panel. The program is at the heart of the IFRA Code of Practice, which applies to all IFRA members globally, including members of IFRA's National Associations. The Code also requires members to abide by local, national and international regulations, and to apply good manufacturing practices.

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