

MARIONNAUD



In 1984 he began an unprecedented story of Marcel Frydman, who, having bought his first perfume, while offering customers a new concept: selected sale of cosmetic products with favorable prices, in conjunction with the appropriate customer service. Over the next 14 years, Marcel Frydman took over a string of boutiques and perfumeries, whose number in 1998 reached 90 retail locations. Then, to obtain additional capital, he decided to bring the company to the stock market. During the four years he managed to accumulate capital amounting to EUR 300 million. The year 2000 was the first year when Marcel Frydman bought several companies in other European countries. This decision was very successful.

Year
2012

Application
Leisure

Interventions
Wall and floor application

Location
Europe-wide Europe Germany