

## **TENNILLE KOPIASZ APPOINTED AS CEO OF BLUE MISTRAL**

NEW YORK, JULY 27, 2023 -- Blue Mistral, an operator of luxury beauty and personal care brands founded by Frédéric Fekkai and Cornell Capital, today announced the appointment of Tennille Kopiasz as Chief Executive Officer to drive the Company's global strategy and oversee luxury haircare brand FEKKAI and Provence-sourced lifestyle beauty brand Bastide. In connection with the appointment, Frédéric Fekkai, a global beauty industry icon and Founder of Blue Mistral, is transitioning his role, working alongside Tennille to reimagine the Company's long-term vision.

"We are delighted to welcome Tennille to Blue Mistral to further expand our leading beauty portfolio including the FEKKAI and Bastide brands," said Frédéric Fekkai. "Her extensive experience and deep understanding of the beauty industry make her the ideal leader to help us continue to redefine the standards of excellence in these growing categories to elevate our brands and reinvent to new heights."

With over 25 years of success developing brands, driving innovation, and leveraging consumer insights in the beauty industry, Tennille brings a wealth of expertise in luxury brand marketing, most recently serving as Global Chief Marketing Officer of Fresh at LVMH, partnering with the brands' founders to accelerate the company's growth to expand its global presence. Prior to LVMH, she served as Senior Vice President of North America Marketing at Dior, elevating the Maison's market position and establishing its leadership in the fragrance category. Earlier in her career, Tennille worked at Coty Prestige and L'Oréal USA, on renowned brands including Giorgio Armani, Ralph Lauren, and Lancôme.

Tennille earned a Master of Professional Studies and Bachelor of Science degree in Cosmetic and Fragrance Marketing and Management from the Fashion Institute of Technology ("FIT"). In addition, she is an adjunct Professor at FIT, teaching Advanced Topics in Leadership, and actively participating in mentoring programs to support talent and leadership development of women in the beauty industry.

"I am honored to join Blue Mistral and the team to further position FEKKAI and Bastide for long-term success," said Tennille. "The FEKKAI and Bastide brands have a rich heritage and a unique foundation for success, and I look forward to working closely with Frédéric to drive our vision for the future."

"Tennille brings a wealth of experience in the beauty industry, including having played a pivotal role at leading brand houses, and a fresh perspective on FEKKAI and Bastide's long-term strategy," said Justine Cheng Partner and Head of Consumer at Cornell Capital. "We are incredibly pleased to have her join Blue Mistral as Chief Executive Officer and look forward to supporting Tennille's vision for these iconic brands in this next phase of the Company's growth."

### **ABOUT FEKKAI**

With a rich heritage and a commitment to excellence, FEKKAI has become a renowned name in the beauty industry. Founded by the visionary hairstylist, Frédéric Fekkai, FEKKAI has continuously pushed boundaries and set new standards in the luxury hair category. With a deep understanding of hair and an unwavering passion for beauty, Frédéric Fekkai has crafted a brand that combines artistry, expertise, and the finest ingredients to create transformative haircare solutions.

### **ABOUT BASTIDE**

Bastide is a lifestyle beauty brand celebrating Aix-en-Provence's vibrant extraordinary artisans. In Provence, a "Bastide" is defined as a traditional manor house made of terracotta walls, fragrant by seasonal aromas and fresh garden blooms,

and filled with loved ones and cherished memories. Its sensorial products for skin, body, and home are all made in local workshops by artisans whose roots go generations deep.

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