



Joël Palix joins IEVA's Board of Directors

With over three decades of experience in beauty and digital, Joël Palix will sit on the board of directors of IEVA alongside other eminent names from the industry, who have joined forces with Jean Michel Karam in his latest company, IEVA.

IEVA is an innovative concept combining the most advanced technology from integrated sensors (MEMS), Internet of Things and artificial intelligence with French jewelry know-how for beauty, wellness and lifestyle. Its ambition is to create a community of individuals fully committed to protecting our planet and its ecosystem. It is a new approach to our beauty capital and to the world around us.

Joël Palix has been the CEO of Feelunique for the past 5 years, turning this pioneer of online beauty into a leading international e-retailer distributing all the best worldwide beauty brands. Under his leadership, Feelunique has expanded beyond the UK and successfully opened subsidiaries in France and China while signing strategic partnerships in Scandinavia, Russia, Germany and India. Feelunique offers a unique and innovative combination of products, services and content dedicated to online beauty. The company is part of the Gartner-L2 club of most distinctive e-commerce sites in UK and has received the Retail Awards 2019 prize for the best retail concept in the Health & Beauty category.

Before joining Feelunique, Joel Palix was Managing Director of Thierry Mugler and CEO of Clarins Fragrance Group; the fragrance and fashion division of Clarins managing prestigious brands including Mugler and Azzaro.

After 5 years as VP Business Development for e3 Suisses within the Otto-Versand Group, Joel Palix launched clust.com, one of the very first e-commerce start-ups in France.

His career started at Yves Saint Laurent where he was successively MD Spain, MD France and MD Europe, managing major markets and launches for the brand.

Joel Palix holds a BA from ESCP and an MBA from INSEAD.

Joël Palix says:

« I am a beauty professional with special sensitivity to new technologies and innovation. Nowadays, the challenge is to move up to a truly personalized level in the retail of beauty products ... We are all different, with different needs and it is essential to take it into account when it comes to beauty. I have worked in the beauty industry for the past 30 years and IEVA finally brings up new and expert solutions for the consumer to have even more power and choice in its beauty routine. »



Jean Michel Karam, IEVA chairman and CEO declares:

« The board is thrilled about this nomination. Joël Palix's expertise and perfect knowledge of ecommerce challenges in the beauty industry will be wonderful assets for the IEVA company. »

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