

Press Realease

NOBILIS GROUP continues expansion course: Market entry in the BeNeLux region

Wiesbaden, March 2025 – The NOBILIS GROUP, the leading independent and owner-managed beauty distributor and service partner in the DACH region, is consistently pursuing its announced expansion strategy and is extending its business activities to the BeNeLux region. As of 1 March 2025, the NOBILIS GROUP will be active in Belgium, the Netherlands and Luxembourg.

The BeNeLux market entry will initially take place with a selected portfolio of luxury/niche brands. In the medium term, the range will be expanded to include other well-known luxury/niche and prestige brands.

Serge Tacx will assume responsibility for the region, as a acting General Manager, with operational support from the NOBILIS GROUP in Wiesbaden. In addition, the establishment of a Dutch B.V. (Besloten Vennootschap) is currently being prepared. Once the B.V. has been successfully registered, Serge Tacx will take over as Managing Director.

This step underlines the growth strategy of the NOBILIS GROUP and its ambition to further develop the international market. "The expansion into the BeNeLux region is an important milestone for our company and opens new market opportunities in a dynamic environment. We are convinced that Serge Tacx's expertise will be instrumental in successfully establishing the NOBILIS GROUP in the region", says Udo Heuser, CEO | Managing Partner of the NOBILIS GROUP.

Serge Tacx has over 25 years of experience in the beauty and cosmetics industry. During his impressive career, he has held senior management positions at renowned companies such as L'Oréal, Procter & Gamble, Bulgari and Puig. Most recently, he was Vice President of Global Sales at Juice Beauty. With his extensive expertise in international sales and his deep understanding of the beauty market, he will successfully drive the expansion of the NOBILIS GROUP in the BeNeLux region.

About the NOBILIS GROUP:

The NOBILIS GROUP, the leading, independent and owner-managed beauty distributor in the DACH region, has stood for quality, innovation and sustainable value creation in the beauty industry for over 30 years.

The company's core competence lies in the development of strategic partnerships, customized solutions, outstanding industry expertise and excellent relationship management. The corporate culture of the NOBILIS GROUP is characterized by a strong employee focus and actively supports innovative and entrepreneurial action, in the conviction that committed and satisfied employees are the key to success. The NOBILIS GROUP focuses on future-oriented growth in all segments and also enjoys an excellent international reputation. With an impressive track record, the company is shaping the beauty industry as an important driving force in the market in line with its guiding principle: NOBILIS GROUP - WE MAKE BEAUTY PERFORM

Contact

NOBILIS GROUP GmbH

Public Relations

Maria Schneider da Silva

E-mail: m.schneiderdasilva@Nobilis-Group.com

Phone: +49 611 94492 278