

# BAKER MCKENZIE COUNSELS PUIG ON CHARLOTTE TILBURY'S PURCHASE

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**Baker McKenzie has counselled Spanish perfume company Puig on the purchase of a majority**

## stake in British makeup brand Charlotte Tilbury Beauty



Puig, the 106-year-old Barcelona-based Spanish perfume and fashion company, has purchased a controlling stake of the British makeup brand. Charlotte Tilbury, company's founder and makeup artist, would continue her role as the chair of the London-based makeup and beauty brand, while the company's present chief executive Demetra Pinsent would retain her role.

The transaction financial terms have not been disclosed.

Puig instructed BDT Capital Partners and Baker McKenzie on the operation, while Charlotte Tilbury was advised by Goldman Sachs, Jefferies, Freshfields and Withers.

Baker Mckenzie's Barcelona office advising team was formed by partners Jorge Adell (pictured left), Carles Prat (pictured centre) and Valeria Enrich (pictured right). In the London office, the deal was led by partner David Scott and senior associate Tom Edwards, together with partners Michelle Blunt, Stephen Ratcliffe and Alistair Craig, senior associates Kate Bromley, Ben James and Gillian Murdoch, and associates Matthew Bennett, Jerrold Yam, Isabelle Forrest, Liam David, Lauren Williams and Rohit Karamchandani.