

Revlon Taps Amber Garrison to Lead Elizabeth Arden & Global Fragrance

Published on 27 Sep 2025 | By IFI Correspondent



Revlon has appointed **Amber Garrison** to lead its **Elizabeth Arden** brand and oversee its **global fragrance category**. This is a key move for the company. Because fragrance has long been one of Revlon's pillars of growth. Moreover, Elizabeth Arden is an iconic beauty & skincare brand with deep heritage. The announcement comes at a moment when Revlon is working to strengthen its leadership and sharpen its brand strategy.

Amber Garrison: Background & Credentials

Amber Garrison is no stranger to the beauty industry. She brings more than **20 years of experience**, including leadership roles in brand transformation, global strategy, innovation, and consumer engagement.

Most recently, she served as **Global Brand President of Origins** under The Estée Lauder Companies. There, she led innovation initiatives and pushed for digital acceleration.

Earlier, she also held top roles with other beauty divisions (for example Bumble and Bumble) and has built her experience across skincare, fragrance, and omni-channel operations.

She will be based in New York. In this role, she is expected to collaborate with Revlon's cross-functional teams globally to drive growth and innovation for both Arden and the fragrance business.

Why Now

The timing of this appointment is significant. Revlon has been navigating recovery since its Chapter 11 bankruptcy exit in 2023.

Meanwhile, Elizabeth Arden is celebrating a major milestone: its **115th anniversary**.

Thus, the company is seeking to renew momentum, both in product innovation and in brand narrative. They want to build on Arden's rich heritage, while making it relevant for modern consumers. Hence, especially in fragrance, where customer experience, storytelling, and digital engagement are rapidly evolving.

What Revlon Expects from Amber Garrison

From the announcement, several priorities emerge:

- **Brand Building & Strategic Clarity:** Garrison is expected to sharpen the brand identity of Elizabeth Arden and align it with Revlon's wider portfolio objectives.

- **Innovation & Product Development:** She is likely to guide new launches, especially in the fragrance segment, with an eye on storytelling and “scent experiences” that appeal across generations.
- **Digital & Consumer Engagement:** Given her track record at Origins with digital acceleration, Revlon seems to expect Garrison to drive growth not only in traditional retail but also via e-commerce, social media, and other consumer touchpoints.
- **Global Coordination:** Because this role covers “global fragrance” and Elizabeth Arden internationally, she will work across markets and coordinate with multiple teams worldwide

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