FOUNDER BIOGRAPHY

THE MAZI GROUP

ROBIN ROUQUART

EDITION 2026

INNOVATING INDUSTRIES — WHILE MAKING NO COMPROMISES

THE FOUNDER

ROBIN ROUQUART

"I left Belgium to learn how to build a company. I came back to build one here."

ROBIN ROUQUART · FOUNDER & CHIEF EXECUTIVE OFFICER

SHORT PROFILE

THE SHORT VERSION

Robin Rouquart is a Belgian entrepreneur from West Flanders and the founder and CEO of The Mazi Group. The company started as a single cosmetics brand and has since grown into a group of five: Mazi Beauty, Upvendo, On The Go, Glam Switch and Bella Gloss. It runs its own production and development, and works on both sides of the Atlantic. In 2026 Rouquart is bringing manufacturing to Belgium, where he grew up.

BEFORE THE GROUP · 1

THE EARLY YEARS

Rouquart grew up in Ruiselede, in West Flanders. His parents separated before he was one, and he spent six years at boarding school; he was raised, in the main, by his mother. It was not an easy start, and it shaped a certain self-reliance that shows up in everything he has built since.

He found his feet on the Belgian coast, in Knokke, and the way he made his first money says a lot about him: he bought cameras in China and sold them on in Belgium. He waited tables. He worked a call centre. Then he took over a property called Maison Willem Tell and turned it into a bed-and-breakfast that actually did well.

None of it felt big enough. In 2018 he borrowed against the family home and moved to the United States. He wanted to learn how to build a real company, and he was convinced the only way to do that was to start from scratch somewhere that would push him hard.

"Not a success — not at first."

MAZIPURE · THE FIRST GENERATION

BEFORE THE GROUP · 2

FALSE STARTS

America was slow to pay off. His first attempt, in real estate, went nowhere. The second was a company that made 3D scans of houses so buyers could tour them online. Good idea, wrong year. That failed too.

Cosmetics came next. In 2019 he launched the brand as Mazi Pure. The first generation ran on licensed formulas that weren't really his, filled by hand at his kitchen table. The second kept the bought-in formulas but moved to his own packaging. Only the third was fully his — his own formulas in his own packaging — and that was the version worth building on.

THE TURNING POINT

COVID & THE PIVOT

Then the timing turned cruel. Covid hit just as the stores were meant to open their doors, and one by one they backed out. Rouquart was left with a warehouse of product and nobody to sell it to.

So he improvised. He still had his production contacts, and he used them to launch **On The Go**, a line of portable hand care. Under its own name it sold slowly; as a private label for other companies it sold in real volume. This wasn't a grand plan. It was a way to keep the lights on with what he already had, and it worked. On The Go generated the cash that kept Mazi Beauty alive.

ON THE GO — THE PIVOT THAT KEPT THE COMPANY ALIVE

A STORY

THIRTY SQUARE METRES

Every company has a moment where it nearly stopped. At The Mazi Group, that moment has a floor area: thirty square metres.

Late in 2021, to cut costs, Rouquart drove a U-Haul twenty-two hours from Miami to Washington DC. Around the same time his mother, who had been living with him in the United States, fell seriously ill. Without American health insurance she returned to Belgium, where she was diagnosed with advanced lung cancer. Covid travel restrictions meant he could not follow her, and she went through her treatment at home while he kept the company alive from a distance.

At exactly that moment the first major order in the company's history arrived: two hundred thousand tubes, a short deadline, no factory and almost no money. He put the choice to his mother — give everything up and come home, or keep building. She told him to keep going. This part of the story is shared with her blessing.

THIRTY SQUARE METRES · CONTINUED

The order was filled in a space of thirty square metres, on a second-hand filling machine that broke down constantly. He filled half the tubes himself; a colleague filled the other half, while a partner from the earliest days kept the machine running through the night. In two weeks it was done.

More orders followed, and then more still. But anyone walking through production today can still hear those thirty square metres in every decision: own your machines instead of outsourcing, rewrite the formula until it holds up, and distrust anything that comes too fast and too easy.

AFTER THE ORDER

BUILDING ONWARD

Surviving Miami and affording it were two different things, and Washington DC was where the company steadied. The two-hundred-thousand-tube order was produced and shipped when few would have bet on it, and more work followed on the back of it.

In 2022 Rouquart brought the idea home for a first test, placing product across sixty Belgian pharmacies. It was a small pilot, but it pointed at something larger: the market he had left was ready for what he had learned to build.

At The Mazi Group, adaptability is not a slogan but a **reflex.** Building with what is at hand — rather than waiting for perfect conditions — is how the company has survived and grown.

THE MAZI GROUP · OPERATING PRINCIPLE

THE MODEL

HOW HE BUILDS

The way Rouquart runs the group is easy to say and hard to do. When one of the businesses develops something useful — a piece of technology, a process, a bit of hard-won know-how — he spins it out into its own company and takes it to market. Upvendo, which builds self-order kiosks, came out of the group that way.

What ties it together is ownership. There's a real difference between having someone make your product and being able to make it yourself, and the group has always chosen the second. Owning the formula and the production line means controlling quality, timing and the recipe itself. It's also why moving manufacturing to Belgium in 2026 is a plan he can actually deliver, not just a press line.

THE PORTFOLIO

THE BRANDS

Under Rouquart's leadership the group operates five brands, each standing on its own market while sharing formulation, production or technology with the rest.

MAZI BEAUTY CLEAN COSMETICS · DTC	The founding brand — clean, effective skincare and cosmetics, sold direct.
UPVENDO RETAIL AUTOMATION	AI self-order kiosks and ordering technology for hospitality and small retail.
ON THE GO PERSONAL CARE	Portable, pocket-sized personal-care mists — the pivot that saved the group.
GLAM SWITCH BEAUTY DEVICES	Advanced, user-friendly hairstyling tools that pair performance with ease.
BELLA GLOSS LIP & COLOUR	Bold, glossy lip and colour cosmetics, founded by Annelies Schetters.

CLEAN COSMETICS · DIRECT-TO-CONSUMER

MAZI BEAUTY

The brand that started everything. Mazi Beauty is clean, effective skincare and cosmetics, developed on the group's own formulas and sold directly to the people who use it. Its hero product, the NME Revival multi-correcting serum, is the clearest expression of the third-generation promise: nothing bought in, nothing left to chance.

RETAIL AUTOMATION

UPVENDO

Upvendo grew out of the group's own operations and became a company in its own right. It builds AI self-order kiosks and ordering technology for hospitality and small retail — cutting labour cost and giving guests a faster, cleaner experience. It is the clearest example of the group's model: turn what you build internally into a business that stands on its own.

PERSONAL CARE

ON THE GO

On The Go is portable, pocket-sized personal care — the pivot that carried the company through Covid and still sells in volume today. Alongside it, **Glam Switch** brings advanced, user-friendly hairstyling devices to the home, and **Bella Gloss** — founded by Annelies Schetters — is the group's bold, glossy lip and colour line. Three different markets, one operating standard.

THE JOURNEY

THE TIMELINE

Pre-2018	**COAST & FIRST VENTURES** Raised in Ruiselede; builds Maison Willem Tell into a thriving B&B.
2018	**DEPARTURE TO THE U.S.** Leaves for the United States on a loan against the family home.
2018–2019	**HARD LESSONS** Ventures in real estate and 3D home-scanning fail; first cosmetics written off.
2019	**MAZI PURE LAUNCHES** The cosmetics brand launches in Miami as Mazi Pure; later rebuilt as Mazi Beauty.
2020	**COVID & THE PIVOT** Retail collapses; On The Go hand care launches and becomes the rescue.
2021	**WASHINGTON DC** Relocates to cut costs; the largest order to date — 200,000 units — ships.
2022	**BELGIAN PILOT** Tests the home market with a pilot across sixty Belgian pharmacies.
2026	**COMING HOME** Production comes to Belgium; Mazi Beauty relaunches at home.

KEY FACTS

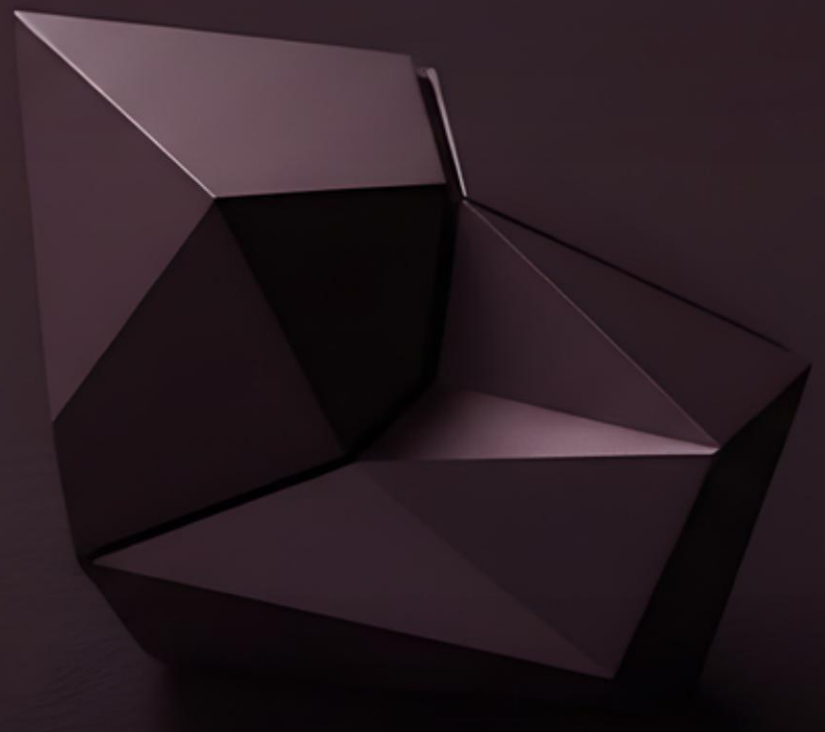
THE FACTS AT A GLANCE

FULL NAME Robin Rouquart	DATE OF BIRTH 29 November 1997
NATIONALITY Belgian	ORIGIN Ruiselede, West Flanders
COMPANY The Mazi Group (privately held)	DEPARTURE TO THE U.S. 2018
BRAND LAUNCHED (MAZI PURE) 2019	GROUP BRANDS Mazi Beauty · Upvendo · On The Go · Glam Switch · Bella Gloss
OPERATIONS United States & Europe	BELGIAN CHAPTER Production to Belgium, 2026
GROUP PURPOSE Innovating Industries	REGISTERED Florida, USA · EU: Belgium

The Mazi Group is a private company and does not publish valuations or revenue figures; its filings are lodged with Dun & Bradstreet. Journalists seeking further detail are welcome to contact the group directly.

"We don't adapt to the future. We build it — **without compromise.**"

ROBIN ROUQUART · FOUNDER & CHIEF EXECUTIVE OFFICER



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