

Coach names James Franco as the face of new men's fragrance

An actor, director, writer, artist and philanthropist, James Franco embodies the creativity, confidence, curiosity and innate style of the Coach Guy. He is dynamic, daring, magnetic and multifaceted. He is defined by harmonious dualities: rugged yet refined, fearless and brave yet thoughtful and grounded. He has a rebellious spirit - and it's perfectly fitting that he once played James Dean.

«James is the quintessential-cool Coach guy. He's handsome, there's a bit of danger and he's thoughtful and challenging, energetic and prolific» Stuart Vevers said. *«He represents so many of the references I've used at Coach-references of American style that resonate around the world.»*

«Creativity is the way I engage with life. It's the way I engage with other people and communicate, and it's really the way I find meaning in life» said James Franco. *«I enjoyed collaborating with Stuart. There are a lot of references to Coach tradition in his designs, but with an added spin, and that idea is something I have done in my creative work.»*

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About Interparfums^{SA}

Founded in 1982, Interparfums^{SA} develops, manufactures and distributes prestige perfumes and cosmetics as the exclusive worldwide licensee for Montblanc, Jimmy Choo, Coach, Boucheron, Van Cleef & Arpels, S.T. Dupont, Karl Lagerfeld, Paul Smith and Repetto. The company also owns the Lanvin fragrances and Maison Rochas (fragrances and fashion). Its products are sold in over 100 countries worldwide in a selective distribution network. In 2016, it had consolidated sales of more than €366 million, shareholders' equity of more than €400 million and net cash of €160 million. Interparfums is listed on Euronext Paris with a market capitalization of more than €1 billion.

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