

ROCHAS

PARIS

Charles de Vilmorin appointed Creative Director of Rochas

Rochas is pleased to announce that Charles de Vilmorin has been appointed as the new Creative Director.

Charles de Vilmorin graduated from La Chambre Syndicale de la Couture Parisienne in July 2019. The first collection from his eponymous label, an ode to love and tolerance, was presented the following year in April 2020 in the midst of the global lockdown.

The debut collection received widespread acclaim and propelled Charles de Vilmorin onto the global fashion scene. Since then, Charles de Vilmorin's instinctive and spontaneous approach to design, coupled with his eye for colour, have allowed him to create a unique wardrobe where emotion flows freely.

The 2022 Summer Collection will be Charles de Vilmorin's first one for Rochas.

"I am extremely honoured to be joining the Maison Rochas as Creative Director. Rochas is a brand that holds a special place in my heart, due to both deep personal family ties and the label's heritage which I find so rich and inspiring. I can't wait to bring my personal touch and reinterpret the codes of this beautiful Maison." Charles de Vilmorin

Philippe Benacin, President of parent company Société Interparfums, explains: "Audacity, elegance, timelessness and originality are the foundation of the Rochas legacy. These are also values that define the work of Charles de Vilmorin, creating perfect synergy between our two worlds. Charles' youth, talent and touch of wildness will give Rochas new life for years to come. We are delighted to have Charles participate in this new era for our brand."

Interparfums also announces today that it has signed an extension of its partnership with HIM Co (known before as Onward Luxury Group) for the Rochas women's line.

Fabio Ducci, C.E.O. of HIM Co comments: "We are honoured to announce the extension of our partnership with Interparfums, and are delighted to be embarking with Rochas on such a fundamental part of its new journey. We would like to warmly welcome Charles de Vilmorin as the new Creative Director, and look forward to giving him all the support he needs to achieve every success."

Paris, 9 February 2021

About Rochas

Rochas Paris is an historical French Couture and Perfume House that brings poetry and sophistication to the daily modern life with a buoyant and joyful attitude. Created almost a hundred years ago by Marcel Rochas, the House has strived throughout the years to make life grandiose, always with a dose of freedom and spontaneity that has transformed fashion and fragrances into whimsical statements.

The stories are still told today, and throughout its perfumes and current ready-to-wear collections, Rochas continues to uniquely celebrate elegance every day.

About Interparfums

Founded by Philippe Benacin and Jean Madar in 1982, Interparfums develops, manufactures and distributes prestige perfumes and cosmetics as the exclusive worldwide licensee for Boucheron, Coach, Jimmy Choo, Karl Lagerfeld, Kate Spade, Moncler, Montblanc, Paul Smith, Repetto, S.T. Dupont and Van Cleef & Arpels. The company is also the owner of Lanvin fragrances and the Rochas brand.

Visit us on www.rochas.com

Rochas

4 rond-point des Champs Elysées
75008 Paris - France
+33 1 53 77 00 00

Victoria Rongier
Rochas Marketing & Communication Director
vrongier@interparfums.fr

Lucien Pages Communication

Agnès Kausoko
rochas@lucienpages.com
+33 1 42 77 33 05