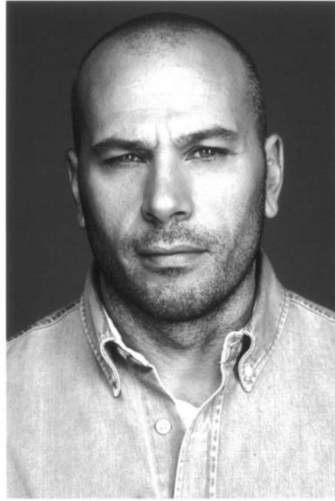


ROCHAS

PARIS

THE ROCHAS HOUSE NAMES FEDERICO CURRADI AS ITS NEW MENSWEAR FASHION CREATIVE DIRECTOR



The House of Rochas is pleased to announce the appointment of designer Federico Curradi as its new Creative Director of the Menswear line.

With a strong background - from Ermanno Scervino to Roberto Cavalli, and Iceberg - Federico is coming with his sharp vision of the menswear vestiaire and will bring a new attitude to the Rochas man. He relaunched his own eponymous label in 2016 and since then has shown his sense of creativity and quest of sustainability in the process of creation. Federico Curradi's first collection for the Rochas House will be presented in January 2019 during Paris Men Fashion Week.

"It is a real honour for me to accept the position as Men's Creative Director for Rochas. The Parisian legacy and the brand's natural yet sophisticated style are key sources of inspiration for me, and I will undoubtedly reference them as I write a new page in the brand's story," declares Federico Curradi.

"I am really enthusiastic about Federico Curradi arriving at Rochas. He will certainly know how to redefine the formal menswear vestiaire into an original yet casual look while reinterpreting the street wear codes in an elegant and charming way.

I am sure Rochas can find its own place in the Menswear industry and Federico has the talent to bring Rochas to a next level" comments Philippe Benacin, CEO of Interparfums group and Rochas.

About Rochas :

Marcel Rochas founded his Couture House in 1925 at the historic address Rue du Faubourg Saint-Honoré. Youth, elegance and simplicity are the key words to its designs: sophistication and permanent influence of a very Parisian sensuality. Fusing a rich legacy of fashion and fragrances, Rochas values remain grounded in refinement with Alessandro Dell'Acqua's artistic direction since 2014. In 2015, the House celebrated its 90 years anniversary while Interparfums SA acquired Rochas. Founded by Philippe Benacin and Jean Madar in 1982, Interparfums SA develops, manufactures and distributes prestige perfumes and cosmetics. The Company is listed on Euronext Paris.