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ROCHAS
PARIS

Noémie Schmidt, the new face of the next Rochas fragrance

Interparfums, owner of the Maison Rochas, is pleased to announce that Noémie Schmidt is soon to become the face of the new feminine signature fragrance of the house.

A graduate of the Lassaad International School of Theatrical Performance of Brussels, the young Swiss actress, known principally for her role as Henriette in the international television series «*Versailles*» and her interpretation of Constance in «*L'étudiante et Monsieur Henri*» is soon to be the new face of the next feminine fragrance starting January 1st, 2017. «*It is a joy and source of pride for me to work with a prestigious fashion house of such generosity and quality as Maison Rochas*» she commented.

Since being acquired by Interparfums in 2015, Maison Rochas, one of the most prestigious names in French fashion and fragrances, has been working on developing a new style and universe, more modern and desirable, to attract a younger and more contemporary customer base.

«*Noémie incarnates perfectly in our eyes the spirit of this young modern Parisian woman, at the same time dynamic and romantic, ingenuous and willful. The Rochas woman is this woman of the 21st century, a paradox full of contradictions, eager for freedom but also with a love of beautiful things, and Noémie Schmidt was a natural choice to convey the Rochas brand's historical and fundamental values*» commented Interparfums Chairman and CEO, Philippe Benacin.

About Interparfums

Founded by Philippe Benacin and Jean Madar in 1982, Interparfums^{SA} develops, manufactures and distributes prestige perfumes and cosmetics as the exclusive worldwide licensee for Montblanc, Jimmy Choo, Boucheron, Van Cleef & Arpels, S.T. Dupont, Karl Lagerfeld, Paul Smith, Repetto, Balmain and Coach. The company also owns the Lanvin fragrances and Maison Rochas (facet and fragrances). Its products are sold in over 100 countries worldwide in a selective distribution network. In 2015, Interparfums had consolidated sales of more than €327 million, shareholders' equity of €387 million and net cash of nearly €226 million. The Company is listed on Euronext Paris with a market capitalization around €700 million.

Visit us on www.rochas.com

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