



ROCHAS PARIS

Béatrice Ferrant named Rochas Artistic Director for Men's Fashion

One year after finalizing the acquisition of the famous Paris fashion and fragrance house, Interparfums is pleased to announce Béatrice Ferrant's arrival as the Artistic Director for Men's Fashion.

Béatrice Ferrant has worked for a number of prestigious fashion houses like Revillon and Balenciaga. Since 2003, she has been the Artistic Director of her own label, Lefranc-Ferrant, and received numerous distinctions over her career for her style and creativity.

«Fashion is for me infinitely more than a simple premise for attire. An article of clothing is beautiful if it makes you beautiful, and if it has a soul and conveys energy, it will be elegant. I love it when contemporary attire draws inspiration from the nobility and light of the finest periods of fashion. I incorporate into my creations the surprises in the life of the modern man, ethical and sensitive, constantly in movement and with a passion for freedom. Maison Rochas offers in my opinion a perfect fit with this vision of a timeless style, strong and assertive and fully compatible with the 21st century man», declared Béatrice Ferrant.

«I immediately fell in love with Béatrice's finally crafted style tinged with a touch of rock. Her stylistic codes that are both contemporary and functional, with a focus on the finest details, in my view fully capture this smartly attired man, in a bit of a hurry but always attentive about his appearance and about others», commented Philippe Benacin, Interparfums' Chairman and CEO.

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 (fashion 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 €800 million.

Rochas

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

Press Contact

Cyril Levy-Pey
Communication Director
clevypey@interparfums.fr

Visit us on
www.rochas.com