



ROCHAS
PARIS

Maison Rochas renews Alessandro Dell'Acqua's contract as the Creative Director for Women's Fashion

Interparfums, owner of the Rochas brand, is pleased to announce the renewal of Alessandro Dell'Acqua's tenure as Creative Director for womenswear of the celebrated fashion and fragrance house.

Designer of his own brand since 1996, then for the N°21 fashion label since 2010, Alessandro Dell'Acqua who was appointed Creative Director for the Rochas Brand's womenswear collection in 2013, has thus been confirmed to head up the Creative Department for women's fashion.

«I am honored to continue the adventure as womenswear creative director at Rochas, a brand that stands for highest quality, french allure and strong heritage. I am proud to be part of the team and to help and connect with women in a modern and relevant way as the brand did since it was first launched» commented Alessandro Dell'Acqua.

«After just a few collections, Alessandro was successful in establishing his feminine and sophisticated style within the Maison Rochas. In addition, his elegantly eccentric touch has contributed, and will continue to contribute, to modernizing the brand's image and identity. We are convinced that with Alessandro, Rochas fashion brand will regain its full splendor and desirability. Pursuing the adventure with him was thus an obvious choice» commented Interparfums' Chairman, Philippe Benacin.

Paris, July 18th, 2016

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 €700 million.

Visit us on www.rochas.com

Rochas

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

Contact

Philippe Benacin
Chairman and CEO
pbenacin@interparfums.fr

Press Contact

Cyril Levy-Pey
Communication Director
clevypey@interparfums.fr