

Lacoste and Interparfums^{SA} sign a fragrance licensing agreement

Lacoste, the iconic fashion sport brand, and Interparfums^{SA}, creator of prestige fragrances and cosmetics, announce the signing of a worldwide exclusive 15-year fragrance license agreement effective January 1, 2024.

Under this agreement, including an entrance fee of €90m, Interparfums will be responsible for the creation, development, production and marketing of all perfume and cosmetics lines under the Lacoste brand, in selective distribution as well as in the Lacoste boutique network.

The launch of the first new perfume line is scheduled for 2024.

Thierry Guibert, Lacoste President, stated: *“Interparfums’ proven know-how and creativity will be key assets to continue the development of our fragrance category, which plays a significant role in Lacoste’s reputation. Our common vision will enable us to take an approach that is increasingly in line with the brand’s strong identity codes, whose fragrances still have great potential.”*

Philippe Benacin, CEO of Interparfums^{SA}, added: *“Lacoste is an emblematic brand in the world of fashion and sport with a very high level of awareness and desirability throughout the world. The management team has a clear and precise vision of the brand’s great development potential, which will also allow us to take the perfumes higher and further. This is an important new strategic step in the life of Interparfums. We are delighted and thrilled about this exciting partnership.”*

Paris, December 21st, 2022

About Lacoste

Since the very first polo was created in 1933, Lacoste relies on its authentic sports heritage to spring optimism and elegance on the world thanks to a unique and original lifestyle for women, men and children.

At the juncture of sport and fashion, Lacoste frees us up, creates movement in our lives, and liberates our self-expression. In every collection, in every line, Lacoste’s timeless elegance is captured through a combination of the creative and the classic. Since its beginnings, the crocodile’s aura has grown more powerful with every generation who has worn it, becoming a rallying sign beyond style. Passed from country to country, from one generation to the next, from one friend to another, Lacoste pieces become imbued with an emotional connection that raises them to the status of icons.

The Lacoste elegance - both universal and timeless - brings together a large community, in which everyone respects and recognizes each other’s values and differences

Lacoste is established in 98 countries, throughout a network of 1100 shops. For further information on Lacoste: <https://corporate.lacoste.com/>

About d’Interparfums^{SA}

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 and Van Cleef & Arpels in particular. The company is also the owner of Lanvin fragrances and the Rochas brand. With products sold in over 100 countries worldwide through a selective distribution network, in 2021 Interparfums had consolidated sales of €560 million accompanied by an operating margin of 17.6% and €148 million in net cash at December 31, 2021. Interparfums is listed on Euronext Paris with a market capitalization of €3.3 billion.

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