

COMMERCE

Tiffany entrusts perfume license to Coty

January 27, 2016



Tiffany fragrance

By STAFF REPORTS

U.S. jeweler Tiffany & Co. is partnering with Coty to bring a new line of fragrances to the market.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

On Jan. 27, the brand announced its agreement with Coty to develop, produce and distribute a collection of fragrances for men and women. Fragrances can often round out a lifestyle brand, enabling it to express itself through another sense.

Scents and sensibility

Tiffany's collection with Coty will be sold in specialty retailers, as well as in Tiffany stores and through its Web site.

According to [WWD](#), in the 1980s and 1990s, Chanel produced a number of scents for men and women bearing the Tiffany name under its Fragrances Exclusive division, also taking care of the distribution. This division closed in 2006, but Tiffany today sells fragrances via its own channels, including its ecommerce site.

This deal comes as Coty makes a group addition to its portfolio.



Tiffany fragrance

As part of the merger between Coty and Procter & Gamble's beauty business, 10 of P&G's fragrance licenses will be transferred to Coty.

P&G's Dolce & Gabbana will not be making the move with the likes of Hugo Boss and Gucci, since it did not consent to the transfer before a given deadline. To keep the transaction on schedule, the Italian luxury brand's license will not be handed over in the deal ([see story](#)).

Tiffany will be in good company, as Coty already holds licenses for Chlo and Marc Jacobs.

"Tiffany is among the world's most important houses of luxury, and fragrances are an important expression of the brand," said Frdric Cumenal, CEO of Tiffany & Co, in a brand statement. "We are pleased to work with Coty, an industry leader in the prestige fragrance category, on the development of a more meaningful fragrance portfolio through this licensing agreement."

As marketers look to effectively appeal to consumers, a strategy that takes all five senses into consideration is the best approach, according to a new report by Shullman Research Center.

Sight may be the most important sense, ranked highest by 84 percent of consumers, but the other four also play a major role in consumers' purchasing decisions and perception of a brand. Luxury brands in particular should take note of the senses outside of sight, as luxury buyers have less of a focus on sight than those who do not indulge in luxury ([see story](#)).