

FRAGRANCE AND PERSONAL CARE

## Interparfums looks to further develop market share with advertising investment

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*Campaign for Jimmy Choo's L'eau. Image credit: Jimmy Choo*

By STAFF REPORTS

Interparfums, the producer of fragrances for brands such as Jimmy Choo and Montblanc, increased its marketing investment by 40 percent in the first half of 2017.

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As it sought greater market share among its competitors surrounding key launches including the Jimmy Choo L'Eau, Jimmy Choo Man Ice and Mademoiselle Rochas scents, Interparfums grew its marketing efforts. However, even with this additional investment, the company's operating profit still rose 53 percent in the period thanks to a focus on controlling costs.

### Growth plan

Interparfum's net sales for the first half of 2017 were up 29 percent year over year to 209.3 million euros, or about \$252 million at current exchange.

Montblanc, Jimmy Choo, Lanvin, Van Cleef & Arpels and Boucheron all reported growth in revenues. Sales of Jimmy Choo fragrances were up 40 percent in the first half over the previous year to 54.6 million euros, or about \$65.7 million.

North America and Asia saw particularly strong, double-digit growth, with Western Europe seeing more moderate growth.

"As expected last year, group momentum received a new boost from the launches of Coach fragrances in the 2016 second half and the Mademoiselle Rochas line in the 2017 first half, the first major initiative for the brand," said Philippe Benacin, chairman and CEO of Interparfums, in a statement.

"Our knowledge of the worldwide prestige fragrance market, our product creativity, marketing expertise and talented teams allow us to maintain the strategy historically applied to our brands, that was confirmed by the continuing success of the pillars of our portfolio, the Montblanc and Jimmy Choo fragrance brands," he said.



*Campaign for Jimmy Choo Man Ice. Image credit: Jimmy Choo*

Interparfums Luxury Brands is setting an industry standard through a retooled internal strategy that relies on data mining and a dedicated, skillful sales force to best serve its license partners.

Considered one of the fastest growing large or medium top 14 corporations in the United States market, Interparfums Luxury Brands, known internally as IPLB, has nearly doubled its market share, increasing from 1.8 percent to 3 percent between its founding in 2011 and 2015. IPLB counts a number of luxury houses and high-end designers as license partners and is on pace to capture 5 percent of the market share in five year's time with the addition of U.S. fashion label Coach to its portfolio and resulting fragrance launch in fall 2016 ([see story](#)).

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