

FRAGRANCE AND PERSONAL CARE

Jimmy Choo extends licensing deal with Interparfums

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Ad for Jimmy Choo Illicit. Image credit: Interparfums

By STAFF REPORTS

British footwear label Jimmy Choo has entered an amended licensing agreement with Interparfums, extending the partnership on branded fragrances to 2031.

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Jimmy Choo has entrusted its perfume development, creation and distribution to Interparfums since 2009, when it signed a 12-year deal with the Paris-based subsidiary of Inter Parfums, Inc. Now, the collaborators have decided to lengthen their partnership.

Perfume partners

During the first nine months of 2017, Jimmy Choo grew its perfume sales by 24 percent over the same period of 2016, with total sales of 78.6 million euros, or about \$93 million at current exchange.

In November, along with reporting results, Inter Parfums Inc. noted its plans to grow the product offerings for Jimmy Choo in 2018.



Earlier this year, Interparfums launched Jimmy Choo Man Ice. Image credit: Interparfums

"This new long-term partnership between Jimmy Choo and Interparfums represents an opportunity to develop the beauty business for the Jimmy Choo brand," said Jean Madar, chairman and CEO of Inter Parfums, Inc., in a statement.

"Growing a beauty business that emulates the Jimmy Choo DNA will require additional investments in product development over the long-term," he said. "We look forward to collaborating with Jimmy Choo to design perfume and cosmetic products that resonate with customers globally."

When Jimmy Choo was up for sale, France's Interparfums was considered a contender to become its new owner.

Having held the Jimmy Choo fragrance license for years, the perfume maker a leg up compared to other bidders as it already has knowledge and understanding of the footwear brand's DNA ([see story](#)).

Rather than Inter Parfums, Jimmy Choo was bought by Michael Kors, and is now under new ownership as of November. As the two companies come together, Michael Kors has ambitions for its new asset, including raising its sales to \$1 billion ([see story](#)).

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