

FRAGRANCE AND PERSONAL CARE

Inter Parfums' global sales up almost 14pc in 2017

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Sales were primarily driven by performance in the U.S. Image credit: Inter Parfums

By STAFF REPORTS

Fragrance and beauty licensee Inter Parfums saw net sales increase 11 percent in the last quarter of 2017, compared to the previous quarter.

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Inter Parfums' revenue was up from \$134.8 million to \$149.5 million by the end of December, and for the whole year of 2017, global revenue increased by almost 14 percent since the previous year. Inter Parfums cites some of its top brands as the reason for the impressive growth over the last year.

"The final quarter was stronger than expected with our new Coach for Men contributing much of the upside surprise," said Jean Madar, chairman and CEO of Inter Parfums, in a statement. "Coach brand sales well exceeded both last year's fourth quarter and the full year, quickly making it our fourth largest brand.

"Rochas, another of our newer brands, also performed quite well, with brand sales up over 39 percent and 34 percent for the 2017 fourth quarter and full year, respectively, rising to fifth place among our European brands," he said. "Our three largest brands, Montblanc, Jimmy Choo and Lanvin, achieved year-over-year sales growth of 4 percent, 20 percent and 5 percent, respectively.

"With continued sales of our legacy scents combined with product launches for many of our brands including Jimmy Choo, Lanvin, Coach, Van Cleef & Arpels and Boucheron, we look for continued sales growth in 2018."

US performance

Inter Parfums had a solid year bolstered by the performance of its top brands, increased sales in the United States and a favorable political climate brought about by the favorable tax laws passed by the U.S. Congress.

In its quarterly report, Inter Parfums claims that its total sales in 2017 were up almost 14 percent compared to the previous year.

A major part of this came from the performance of brands such as dunhill and Oscar de la Renta in the U.S. market.



Jimmy Choo renewed its partnership with Inter Parfums. Image credit: Jimmy Choo

"Dunhill had a very strong fourth quarter thanks in part to the launch of Icon Racing, resulting in increased fourth quarter and full-year brand sales," Mr. Madar said. "The slight decline in sales by U.S. based operations in total, relates more to timing of new product launches than with the strength of our brands.

"With 2018 product launches for many of our major brands, including Abercrombie & Fitch, Hollister, dunhill, Anna Sui and Oscar de la Renta, we look forward to resuming consolidated sales growth for U.S. based brands in 2018," he said.

The strong showing from Inter Parfums was also part of the reason Jimmy Choo renewed its partnership with the company. Jimmy Choo has entered an amended licensing agreement with Inter Parfums, extending the partnership on branded fragrances to 2031.

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 ([see story](#)).

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