

FRAGRANCE AND PERSONAL CARE

Graff Diamonds to create first fragrance line with Inter Parfums

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Graff's partnership with Inter Parfums could last up to 2035. Image credit: Graff

By STAFF REPORTS

London-based jeweler Graff Diamonds has signed an agreement with Inter Parfums to create and distribute fragrances under the Graff brand name.

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This is the first foray for Graff into the world of fragrances, as the house mainly focuses on jewelry and watches. The partnership will allow Graff to extend its influence outside of its traditional sectors and explore new markets.

"We are delighted to be collaborating with Inter Parfums USA to produce a range of exceptional Graff fragrances," said Francois Graff, CEO of Graff Diamonds, in a statement. "Positioned at the pinnacle of the luxury jewelry industry, it was vital to us that our partner shares our values of extraordinary beauty, rarity, passion, fine craftsmanship and exclusivity.

"Inter Parfums are experts at capturing the essence of a brand in fragrance form, and we will enjoy working closely together to create something truly unique," he said.

Fragrance forays

Graff Diamonds has historically been focused on diamonds and Swiss watches. For 60 years, the company has focused on these two sectors as its area of expertise.

Now, however, Graff is looking to expand its inventory into an entirely new market with the launch of its own fragrances.

Graff will work with Inter Parfums, which has created fragrances for Balmain, Burberry and more.

Under the partnership, Inter Parfums has agreed to an eight-year contract to create, develop and distribute fragrance products under Graff's name.

The agreement has three three-year automatic renewal options, potentially extending the life of the partnership into 2035.

Inter Parfums and Graff are planning to create a multi-part scent collection to debut in 2019.

Graff's decision to work with Inter Parfums comes at a time when the group is focusing much more on its luxury fragrances than on mass market brands.

Inter Parfums Inc. is putting the focus on its prestige labels, with plans to cease production of some of its more mass-market lines.



Inter Parfums has focused heavily on luxury brands recently. Image credit: Lanvin

The company's largest licenses Montblanc, Jimmy Choo and Lanvin all reported growth in 2017, contributing to Inter Parfums' total 13.5 percent net sales increase for the year. Looking ahead, Inter Parfums is planning line extensions and product launches for Lanvin, Dunhill and Oscar de la Renta coming out this year ([see story](#)).

"For nearly 60 years, the House of Graff has been a custodian of many of the world's most celebrated gemstones characterized by their unique quality, their historical provenance or their epic journeys from stone to polished beauty," said Jean Madar, CEO of Inter Parfums, in a statement. "With this agreement, Graff, has become one of the most exclusive and aspirational brands in our fragrance portfolio.

"Finding the Exceptional' is our Graff mantra as we interpret the fundamental and distinctive characteristics of this unique brand into extraordinary fragrance and packaging," he said. "Just as Graff has been dedicated to sourcing and crafting gemstones of extraordinary beauty to create the most exquisite, fabulous jewels ever produced, we will explore the world's natural beauty for the most sublime and rarefied ingredients to offer the Graff customer and brand aspirants, a unique fragrance experience."

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