

FRAGRANCE AND PERSONAL CARE

Inter Parfums continues its sales growth

July 26, 2018



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

By STAFF REPORTS

Fragrance group Inter Parfums Inc. has seen a net sales increase of 15.7 percent within the second quarter, compared to last year.

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

The group's net sales have reached \$149 million, up from \$129 million last year during the same period. Jimmy Choo, Coach and Lanvin were some of the top performing brands that pushed its sales this past quarter.

Perfume sales

The company noted that it saw a 12.3 percent increase in consolidated net sales in the second quarter of 2018, ended on June 30, at comparable foreign currency exchange rates.

These preliminary findings are the beginning for Inter Parfums, but it plans on releasing its entire earnings for Q2 on Aug. 30.

"The top line growth during the second quarter is primarily due to strong sales of established scents and brand extensions by several of our largest brands, notably Jimmy Choo, Coach and Lanvin, with comparable quarter sales increasing 8.2 percent, 98.5 percent and 7.1 percent, respectively," said Jean Madar, chairman and CEO of Inter Parfums, in a statement. "In addition, two of our smaller European brands, Karl Lagerfeld and Boucheron, achieved exceptional sales growth during the quarter.

"After turning in a 33 percent increase in Montblanc brand sales in the first quarter, comparable quarter sales for our largest brand declined 9.8 percent in the second quarter but are ahead nearly 12 percent for the first half," he said.

"We are looking forward to the launch of Jimmy Choo Fever in the second half and its contribution to brand and overall sales growth."



Inter Parfums' fragrances span many brands. Image credit: Inter Parfums

The fragrance group Inter Parfums Inc. has put the focus on its prestige labels, with plans to cease production of some of its more mass-market lines.

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](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.