

FRAGRANCE AND PERSONAL CARE

Inter Parfums' sales rise 4.5pc in Q3

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Ad for Jimmy Choo Illicit. Image credit: Interparfums

By STAFF REPORTS

Despite having no major product releases in the third quarter of 2018, fragrance group Inter Parfums' Jimmy Choo brand saw its sales rise 19.7 percent during the period.

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In the quarter ended Sept. 30, Inter Parfums saw its net sales rise 4.5 percent to \$177.2 million, aided by the success of labels including Jimmy Choo and Coach. Looking ahead at the rest of the year and 2019, Inter Parfums is planning product launches for brands including Lanvin and Montblanc.

Slated launches

Inter Parfums' European operations saw revenues increase 2.4 percent during the quarter, while its United States business achieved a 12.9 percent sales increase.

"The nearly 12 percent year-to-date increase in net sales by European-based operations was primarily due to brand extensions for the best sellers among our largest brands, energizing product selections within our other brands and expanding distribution, all the while supporting these efforts with well-planned and executed advertising and promotional programs with a far greater emphasis on digital media," said Jean Madar, chairman and CEO of Inter Parfums, in a statement.

Inter Parfums' biggest market is North America, which has seen an 18 percent increase in sales so far this year. Western Europe and Asia have also witnessed sales growth of 9 percent and 22 percent, respectively.

In 2019, the company is planning to roll out new men's fragrances for Montblanc and Jimmy Choo. Women's launches are also slated for Lanvin and Coach.

Inter Parfums is also working on a sister scent to Oscar de la Renta's Bella Blanca, as well as a flanker to Dunhill Century.

Dunhill Century campaign

In hospitality, the fragrance company is developing an amenities collection for five-star hotels.

London-based jeweler Graff Diamonds recently signed an agreement with Inter Parfums to create and distribute

fragrances under the Graff brand name.

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 ([see story](#)).

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