

FRAGRANCE AND PERSONAL CARE

Interparfums appoints new CEO for US market

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InterParfums' sales were primarily driven by performance in the U.S. last year. Image credit: InterParfums

By STAFF REPORTS

Fragrance group Interparfums has named Pierre Desaulles president of its United States distribution subsidiary.

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Mr. Desaulles has 18 years of experience in the beauty industry, including a number of roles at Interparfums, where he was most recently senior vice president of marketing. He succeeds Stanislas Archambault, who has been appointed executive vice president of operational marketing and digital, based in Interparfums' French head office.

New leadership

Mr. Desaulles' new role will be effective Jan. 1. The executive has been based in the company's Paris office for the past 15 years.

His most recent position included overseeing the marketing for brands including Montblanc, Boucheron and Rochas.

"I have had 15 incredible years in our Paris head office, building long lasting perfume narratives," Mr. Desaulles said in a statement. "It is with great excitement and enthusiasm that I am joining such a great team at Interparfums Luxury Brands.

"Our development in the U.S. has been very strong and steady for the past years and I am thrilled to have it continue and grow further with the amazing brands we partner with," he said.

Mr. Archambault, who was most recently CEO for the U.S., will now be moving to France. His new role will include overseeing the international trade marketing for Interparfums' brands, as well as leading the company's digital transformation.



Lanvin's Modern Princess. Image credit: Lanvin

"I am delighted with our team accomplishments over the last eight years," said Mr. Archambault in a statement. "This has been a unique opportunity to build and develop an efficient organization and strengthen our position in the U.S. market.

"I am looking forward to returning to our corporate headquarters and to this new challenge where innovation, consumer engagement and digital acceleration will be at the core of the mission," he said.

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.

Inter Parfums' biggest market is North America, which has seen an 18 percent increase in sales so far this year ([see story](#)).

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