

FRAGRANCE AND PERSONAL CARE

## Coty, Marc Jacobs renew long-term licensing deal

April 24, 2019



Daisy Love Marc Jacobs campaign. Image credit: Marc Jacobs

By STAFF REPORTS

Beauty group Coty has renewed its licensing agreement with fashion label Marc Jacobs, extending their more than 10-year relationship.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 [Save \\$246 ▶](#)

During their partnership, Marc Jacobs has launched a number of fragrances, including the fast growing Daisy collection of scents. From Coty's perspective, there is a natural synergy between the licensor and licensee, which will continue with the inking of a new long-term agreement.

"The renewal of our long-term agreement with Marc Jacobs demonstrates our confidence in the success of this partnership and its proven strength during all these years," said Edgar Huber, global president of Coty Luxury, in a statement. "There is a clear synergy between Coty Luxury's expertise and the exceptional creative inspiration of Marc Jacobs, whose contributions make the fragrance brand one of the most desirable and dynamic in the world."

### Fragrance alliance

In 2003, Coty signed a deal to purchase Marc Jacobs fragrances from LVMH.

Over the years together, Coty and Marc Jacobs have launched a range of fragrances, including the youthful Daisy scents. This spring, the partners are debuting a new version of the perfume called Daisy Love Eau So Sweet, which brings back model Kaia Gerber as the face of the campaign.

Marc Jacobs was among the labels that drove Coty Luxury's revenue growth in the second quarter of fiscal 2019, ended Dec. 31.



*Marc Jacobs' popular Daisy fragrance line is produced by Coty. Image credit: Marc Jacobs*

The group's net revenues declined 4.8 percent year-over-year in the second quarter of fiscal 2019, ended Dec. 31. Earnings per share declined during the same period by \$1.28.

While Coty's luxury businesses, which includes licensed brands such as Gucci and Burberry, performed well on the whole, logistical issues set the company back. This included the delay of luxury shipments due to Hurricane Florence in the United States ([see story](#)).

"We are very pleased to renew our partnership with Coty, which has been a very successful collaboration," said Eric Marechalle, CEO of Marc Jacobs, in a statement. "Coty Luxury's know-how and high standards ideally complements the creative spirit at the core of Marc Jacobs, enabling us to generate consistent excellent results together."

---

© 2020 Napean LLC. All rights reserved.

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