

FRAGRANCE AND PERSONAL CARE

Oscar de la Renta extends Inter Parfums licensing deal

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Oscar de la Renta's Bella Rosa fragrance. Image credit: Oscar de la Renta

By STAFF REPORTS

U.S. fashion house Oscar de la Renta is renewing its licensing partnership with fragrance maker Inter Parfums through 2031.

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Oscar de la Renta originally signed with Inter Parfums in 2013. While the original contract was not set to expire until 2025, the partners have already decided to extend the relationship for another decade.

"We are extremely pleased to extend our already successful partnership with Inter Parfums," said Alex Bolen, CEO of Oscar de la Renta, in a statement. "While working closely with Inter Parfums creative, commercial and marketing teams, we have achieved significant sales growth over the last 6 years, bolstering the Oscar de la Renta fragrance franchise globally.

"We look forward to continued success for many years to come," he said.

Perfume partnership

Oscar de la Renta's original contract with Inter Parfums was signed in October 2013, and was slated to expire on Dec. 31, 2025.

Before its partnership with Inter Parfums, Oscar de la Renta's fragrance business had been operated in-house since 2009, when it ended its licensing agreement with L'Oreal.

The new licensing contract between Inter Parfums and Oscar de la Renta will run through Dec. 31, 2031, with the option for an additional five-year extension through Dec. 31, 2036.

Oscar de la Renta's Bella Blanca fragrance

In the fourth quarter of 2018, Inter Parfums named the Oscar de la Renta brand among the labels that drove its 24.4 percent year-over-year sales increase.

"It is with great excitement that we announce the extension of our amended agreement with Oscar de la Renta, which carries our license beyond the next decade," said Jean Madar, chairman/CEO of Inter Parfums, in a

statement. "Since we took over distribution of its fragrance portfolio, we have launched several new fragrance families, including our newest, the Bella collection, and Oscar de la Renta has become one of most important brands within our U.S. operations.

"Our strong sales growth has further validated our proven strategy of committing resources and knowledge to long-term partnerships with iconic pillars of fashion, such as Oscar de la Renta, to develop prestige fragrances that capture the essence of each brand," he said. "We look forward to many more years of success in working with Oscar de la Renta."

Inter Parfums also added to its luxury portfolio in 2018.

London-based jeweler Graff Diamonds 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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