

FRAGRANCE AND PERSONAL CARE

## Inter Parfums' Q3 sales rise, propelled by new perfumes

October 29, 2019



*Montblanc Explorer fragrance. Image credit: Interparfums*

By STAFF REPORTS

Beauty group Inter Parfums' net sales rose 7.9 percent in the third quarter, thanks in part to double-digit growth in the Montblanc and Jimmy Choo brands.

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For the three months ended Sept. 30, Inter Parfums' sales totaled \$191.2 million, up from \$177.2 million the previous year. New releases, including flankers, helped to drive growth at the fragrance maker.

Led by launches

Inter Parfums' European business made up the majority of its revenues, accounting for \$143.6 million in product sales.

Montblanc's sales were up 32.2 percent, which Inter Parfums attributes to a strong consumer response to its new release Explorer and continued interest in its perfume Legend. In the year to date, Montblanc's sales have risen 30 percent to 109 million euros, or about \$121 million.

Jimmy Choo similarly launched Urban Hero for men in the third quarter, helping to grow its sales by more than 10 percent.

*Jimmy Choo Urban Hero campaign*

During the second quarter, Lanvin's sales were up thanks to its release of Girl in Capri. However, the third quarter saw the brand's sales decline 24 percent, and its sales have decreased by 10 percent through the first nine months of the year.

Coach also fell 3.4 percent from the third quarter of 2018. Last year during the same period, the brand's sales were up 40.9 percent, creating a high basis of comparison.

Despite the third quarter drop, Coach's fragrance sales have grown 8 percent so far this year.

In the third quarter, Rochas was up 8.8 percent thanks in part to the introduction of Mademoiselle Rochas Couture earlier this year.

Inter Parfums is looking ahead towards upcoming releases from its new licensors, including Kate Spade.

Last year, 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](#)).

Inter Parfums is planning to launch a new collection of six perfumes for Graff, which will debut early next year through a six-month exclusive at Harrods.

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