

FRAGRANCE AND PERSONAL CARE

Brioni enters fragrance market with Lalique Group licensing deal

December 3, 2019



Brioni is known for its sharply cut Italian suits, with ambassadors such as actors Pierce Brosnan, Matt Dillon and the recently signed-on Brad Pitt. Image credit: Brioni

By STAFF REPORTS

Swiss-based Lalique Group will make perfumes for Kering's Brioni menswear brand as both brands expand their repertoire.

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The two companies signed an exclusive perfume licensing agreement to create fragrances and scents under the Brioni name.

An Italian brand founded in 1945, **Brioni** is known for its sharply cut bespoke and ready-to-wear apparel, leather goods, footwear and eyeglasses.

Smell test

This is Brioni's maiden foray into a branded fragrance, now a typical occurrence for most luxury brands as they expand into lifestyle categories with more entry-level enticements.

Running through 2024, the deal kicks off with the launch of the first Brioni scent in the fourth quarter of next year, just in time for the brand's 75th anniversary celebration.

The fragrance announcement came days after Brioni revealed Brad Pitt as its newest brand ambassador, joining the ranks of former Bond actor Pierce Brosnan and Matt Dillon.

Lalique Group will exclusively create, market and distribute the fragrances through its own global network as well as Brioni's presence in the United States, Europe, Russia and Japan.

Fragrances will add to Brioni's bottom line, giving it an entry-level product into its menswear universe.

Brioni joins a portfolio of Lalique Group-made fragrances including

Lalique Parfums, Jaguar Fragrances, Bentley Fragrances, Parfums Grs, and Parfums Samoura.

The addition of Brioni is another step for Lalique Group to broaden its fragrance portfolio in the luxury market.

FOUNDED IN 2000, Lalique Group is a niche, but diversified player in the luxury market, with a presence in fragrance and beauty care, crystal, jewelry, home furnishings, art, gastronomy, hospitality and spirits. At its center is the Lalique crystal and glass brand, founded in 1888.

Brioni: A portrait of Matt Dillon

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