

FRAGRANCE AND PERSONAL CARE

Moncler to launch first fragrance line with Interparfums deal

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Moncler, known for its puffer jackets and colorful capsule collections, senses an opportunity in fragrances. Image credit: Moncler

By LUXURY DAILY NEWS SERVICE

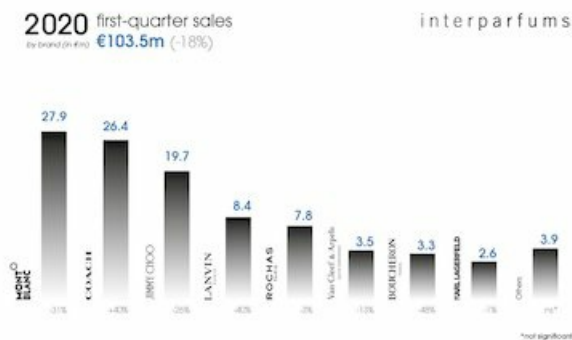
Italian-French outerwear brand Moncler will launch its first fragrance line through a deal signed with Interparfums, maker of perfumes and cosmetics.

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Interparfums will hold the Moncler worldwide license exclusively for five years through Dec. 31, 2026, with the option to renew for a similar period.

"Interparfums' renowned expertise and creativity make it the ideal partner to develop a fragrance that is perfectly aligned with Moncler's DNA and unique identity," said Remo Ruffini, chairman/CEO of Moncler, in a statement.

"The launch of Moncler's first fragrance line is consistent with our selective brand extension strategy further enriching the clients' experience with the brand," he said.



Interparfums' first-quarter sales of various fragrance licenses it holds. Source: Interparfums

Dollars and scents

Paris-based **Interparfums** will create and produce perfumes and fragrance-related products and distribute them in Moncler monobrand stores, along with key department stores, specialty stores and duty-free shops worldwide.

Moncler is the latest among the licenses that Interparfums holds. It is the fragrance licensee for Boucheron, Coach, Jimmy Choo, Karl Lagerfeld, Kate Spade, Montblanc, Paul Smith, Repetto, S.T. Dupont and Van Cleef & Arpels.

Interparfums also owns Lanvin fragrances and the Maison Rochas.

The first Moncler fragrance line will debut in the first quarter of 2022.

"This is a great achievement for us," said Interparfums chairman/CEO Philippe Benacin in a statement. "Moncler is the only luxury brand associated to mountains, nature and constant search for innovation and evolution."

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