

COMMERCE

Coty secures licensing deal with Marni

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The agreement sparks a long-term partnership that will be in effect "beyond 2040." Image credit: Coty

By LUXURY DAILY NEWS SERVICE

Global beauty group Coty and Italian fashion label **Marni** are bringing together their crafts.

The duo will develop, create and distribute a line of beauty products and fragrances together. Through a new licensing agreement, their first offering is slated to hit the market in 2026.

"We are delighted to announce our new partnership with Marni, a brand known for its innovation, creativity, and unique youthful approach to luxury," said Sue Nabi, CEO of **Coty**, in a statement.

"Marni is highly recognized in the fashion industry, with particular brand strength in Asia, and Europe," Ms. Nabi said. "This licensing agreement aligns with Coty's highly successful strategic direction of focusing on fashion-driven licenses with multi-category potential that resonate across key markets.

"We are excited to start working with Marni to develop premium beauty offerings that bring the Fashion House's visual style and values in beauty to life."

Beauty ft. fashion

The deal sparks a long-term partnership between Coty and Marni that will last "beyond 2040."

Bringing together the expertise and values of the group and the fashion brand, the licensing contract will involve Marni applying its design concepts and creative identity to beauty products. The first of these items will launch in 2026.



Marni is known for its artistic designs, which will now influence an entire beauty product line. Image credit: Marni

“The alliance with Coty, a pioneering force in the beauty industry, marks a pivotal moment in the evolution of Marni, in line with our commitment to offer a holistic brand experience,” said Barbara Cal, CEO of Marni, in a statement.

“Through the introduction of fragrances and beauty products, that will seamlessly integrate into our brand universe, we’re redefining the brand’s boundaries, opening up new opportunities of affirmation for Marni.”

Marni is part of the OTB Group. The company also now fully owns German fashion designer Jil Sander’s eponymous brand ([see story](#)), with which Coty recently signed a licensing renewal.

Thanks to this latest agreement, the U.S.-headquartered beauty group further cements its relationship with the Italian multinational corporation.

“We are very glad to further consolidate our group’s strategic partnership with Coty and to invest in Marni’s successful ability to explore new, relevant business grounds,” said Ubaldo Minelli, CEO of the OTB Group, in a statement.

“This long-term vision agreement gives Marni the opportunity to shape its values in new creative ways and to strengthen its luxury positioning by landing in the world of beauty and fragrances.”

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