

COMMERCE

Miu Miu inks licensing deal with L'Oral Luxe

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The brand is joining sister label Prada, which also has a license with L'Oral Luxe. Image credit: Miu Miu

By LUXURY DAILY NEWS SERVICE

Prada Group's Miu Miu has signed a long-term license agreement with beauty giant L'Oral Group.

Inking a global contract with the corporation's Luxe division, the partnership allows for the development and distribution of luxury products bearing the label's branding. The first fragrances under the deal are slated to roll out in 2025.

"Over the past years, we have successfully established a very strong partnership with Prada teams," said Cyril Chapuy, president of L'Oral Luxe, in a statement.

"We are now thrilled to welcome Miu Miu and unleash together its outstanding potential in beauty," Mr. Chapuy said. "With its unique positioning, fueled by limitless creativity and experimentation, Miu Miu will perfectly complement L'Oral Luxe's portfolio of iconic brands and reinforce our worldwide leadership in fragrances."

Beauty boost

Effective Jan. 1, 2021, Italian fashion brand Prada already has a license with L'Oral Luxe ([see story](#)). Now, its sister label Miu Miu will join in.

Beauty rights to Miu Miu were formerly held by U.S. group Coty. Following the 2013 signing, fragrances went to market in 2015.

The agreement with L'Oral will be in effect once customary regulatory approvals are made.

"We are excited to announce this partnership with a distinctive and leading beauty player such as L'Oral," said Benedetta Petruzzo, CEO of Miu Miu, in a statement.

"This new chapter will sustain the brand's growth and help to further untap Miu Miu's full potential in the category."

The luxury collections will be inspired by Miu Miu's unique codes.

Unique and timeless notes distinguish the first Miu Miu fragrance.

Photographed by Annemarie Kuus.

Creative direction by Edward Quarmby.

Discover more at [#MiuMiuHoliday#MiuMiuFragrances pic.twitter.com/i3OThxUFED](https://t.co/dpYSZowsZz)

Miu Miu (@MIUMIUofficial) November 20, 2023

For the last two decades, the house has built a reputation for embracing creativity and unconventionally. Its popularity has risen exponentially in recent seasons ([see story](#)).

With the ascendance of Prada Beauty, launched against the backdrop of an active personal care landscape ([see story](#)) and promising performances from members of L'Oral's portfolio with lines that land at a higher price point ([see story](#)), it seems Miu Miu is poised to follow this blueprint.

The Prada Group staple is also known for its support of sustainable fashion, upcycled drops and vintage apparel revivals. In linking up with the young maison, L'Oral Group gains an "in" with a growing population of conscious shoppers.

The conglomerate has eyed this demographic before. In 2023, the business purchased Certified B Corporation Australian luxury cosmetics brand Aesop.

Its \$2.5 billion acquisition marked L'Oral's most expensive one to date ([see story](#)).

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