

i n t e r p a r f u m s

BALMAIN
P A R I S

Balmain and Interparfums^{SA} sign an exclusive fragrance license agreement

The Balmain couture house, founded in 1945 by Pierre Balmain, and Interparfums, creator of prestige perfumes and cosmetics, announce the signature of a 12-year worldwide license agreement commencing on January 1, 2012 to create, produce and distribute perfumes under the Balmain brand.

In recent years, the Balmain couture house has undergone a significant transformation. By redefining the image of its ready-to-wear line, the brand has become a reference for style, while retaining its distinctive design codes from the haute couture universe. On the strength of its creativity and know-how, the brand has become a major trendsetter.

The launch of a new fragrance line scheduled for the end of 2012 will inaugurate another phase in the development of the Balmain couture house. With the goal of contributing to this positive momentum, the brand is pleased to associate its image, talent and originality with Interparfums.

Alain Hivelin, Chairman and CEO of Balmain, commented: *“Interparfums has an established track record of expertise developed under the leadership of its Chairman, Philippe Benacin, whose high standards of professionalism, I have been able to appreciate for nearly 20 years. Balmain could not dream of a better partner”.*

Philippe Benacin, Chairman and CEO of Inter Parfums^{SA} added: *“Balmain represents a unique brand in today’s world of fashion. The creative choices and original and high prestige style developed through its different collections provide a strong basis for differentiation in preparing for our future launches under the brand”.*

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