

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

Repetto

PARIS

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

La Maison Repetto and Interparfums, the creator of prestige perfumes and cosmetics, have signed a 13-year worldwide license agreement starting on January 1, 2012 for the creation, development and distribution of fragrances under the Repetto brand.

Created in 1947 by Rose Repetto at the request of her son, dancer and choreographer Roland Petit, Repetto is today a legendary name in the world of dance.

For a number of years it has developed timeless and must-have collections with a fully modernized signature style ranging from dance shoes, ballerinas, flat shoes, sandals to more recently hand bags and high-end accessories.

With an ambitious plan of international expansion (27 new stores opened in 2011, 22 new points of sale planned for 2012) focusing mainly on Europe, the brand is now branching out into Asia, notably South Korea and Japan where its mix of cross-generational appeal and French chic has met with unprecedented enthusiasm.

The first fragrance line is expected to be launched in 2013.

Paris, December 7, 2011

Jean Marc Gaucher, Chairman-CEO of Repetto commented: *“Two French companies, Repetto, an iconic global name in the universe of dance and Interparfums, a highly talented creator of fragrances under license, possess rare and unique technical know-how. This collaboration provides an occasion for both to write a new page in their respective histories. What could be more natural!”*

Philippe Benacin, Chairman-CEO of d’Interparfums^{SA}, added: *“Repetto is an exceptional brand that has acquired unique know-how in the field of dance. We believe that this universe offers real opportunities for creating a range of poetic, glamorous and ultra-feminine fragrance lines.”*

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