

# Boucheron and Interparfums<sup>SA</sup> sign a new exclusive license agreement for fragrances

Boucheron, the internationally renowned French jeweller, and Interparfums, a leading perfume and cosmetics group have signed a worldwide license agreement to create and manage both new and existing fragrances. This 15-year agreement commencing on January 1<sup>st</sup>, 2011 replaces a previous licence with L'Oreal that was terminated by mutual consent.

Under the terms of this new license agreement, Interparfums will work closely with Boucheron to capitalise on the brand's ultra-luxury positioning in high-end jewellery. Interparfums has a solid track record in prestige fragrances and already works with a number of well-respected peers in this field. This collaboration will begin in early 2011 with the development of a new fragrance to be launched in 2012.

Paris, December 21, 2010

Commenting on the agreement, Jean-Christophe Bédos, President and CEO of Boucheron, declared:

*"This is an exciting opportunity for Boucheron and Interparfums as we seek a new strategic direction for our fragrances and build on the Boucheron's unique position in the jewellery world. Boucheron has been a prestige brand for over 150 years with a reputation for trendsetting in luxury jewellery. I'm certain that this adventure will continue with Interparfums".*

Philippe Benacin, President and CEO of Interparfums<sup>SA</sup>, said:

*"We are very pleased to welcome Boucheron fragrances as the latest addition to our portfolio of top-end luxury brands. I believe that together we will be successful in creating new inspiring products. Boucheron is an incredible brand that will contribute to our continuing strategy for developing the ultra-luxury sector."*

## About Boucheron

Boucheron is the French jeweller « *par excellence* ». Founded by Frederic Boucheron in 1858, the House has ceaselessly seduced the most discerning, drawing them in with the world's most beautiful and precious creations. Over the decades, four generations of the French family dynasty have guarded the Boucheron legacy, a commitment that has continued under Gucci Group which bought the company in 2000.

Throughout its history, Boucheron has been a pioneer. It was the first to establish a jewellery store on the famous Place Vendôme in 1893. It was also the first to use new materials in its jewellery and launch innovative products, such as interchangeable watch straps. And more recently the company was the first to launch an e-commerce site for jewellery connoisseurs wherever they may reside. Today Boucheron creates jewellery and timepieces and, under license from global brand leaders, fragrances and sunglasses. Currently Boucheron operates through over 40 boutiques worldwide as well as its new e-commerce site.

With a clientele of celebrities, writers, artists, maharajahs and magnates Boucheron has always appealed to those who are as famous and fabulous

as its jewellery. Patrons of the company have included Royalty: Maharajah Sir Bhupindar Singh of Patiala, Riza Shah Pahlavi, Czar Alexander III, Queen Farida of Egypt, Queen Rania of Jordan. Affluent American families: The Astors, the Vanderbilts and the Rockefellers. As well as legendary film stars: Greta Garbo, Rita Hayworth, Marlene Dietrich and more recently Nicole Kidman, Cameron Diaz, Katie Holmes, Julianne Moore and Anne Hathaway.

## About Interparfums<sup>SA</sup>

Founded by Philippe Benacin and Jean Madar in 1982, Interparfums<sup>SA</sup> develops, manufactures and distributes prestige perfumes and cosmetics as the exclusive worldwide licensee for Burberry, Jimmy Choo, Montblanc, Paul Smith, S.T. Dupont and Van Cleef & Arpels. The Company also owns Lanvin Perfumes and Nickel, a men's skincare company. Its products are sold in over 100 countries worldwide in a selective distribution network. Interparfums<sup>SA</sup> has had a consistent track record of strong growth in recent years with net sales of €259 million in 2009 and is listed on NYSE Euronext Paris with a market capitalization of more than €500 million.

## Shareholder information

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