



2024 annual sales

January 23, 2025

INTERPARFUMS

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2024 main launches (reminder)





VAN CLEEF & ARPELS *Encens Précieux* – Q1



ROCHAS *Eau de Rochas Orange Horizon* – Q1



MONTBLANC Montblanc Collection – Q2



ROCHAS Mademoiselle Rochas in Paris – Q2



LACOSTE *Original* – Q2



JIMMY CHOO *I Want Choo Le Parfum* – Q3



LANVIN *Modern Princess in jeans* – Q3



KARL LAGERFELD *Ikonik*- Q3

2024 overview



2024 context

A fragrance market that remained on a generally upward trajectory in 2024 despite a slow-down since mid-year in certain markets.

A strong growth in the “Haute Parfumerie” category

A return to usual lead times in the supply chain after three years of severe disruption



2024 highlights

Successful distribution takeover and relaunch of Lacoste fragrances

- Strength of the *L.12.12* franchise
- Successful launch of the *Lacoste Original* line

9-Year extension of the Van Cleef & Arpels license agreement

Interparfums “obtained” the Off-White brand name for class 3 products

- The current license expires on December 31, 2025
- Launch of an initial fragrance line under consideration for mid-2026



OFF-WHITE[®]



2024 figures

Sales: €880.5m

- +10.3% at current and constant exchange rates

Strong main brands

- 3 brands worth (€ or \$)200m

A successful first year for Lacoste fragrances

- Sales of nearly €80m
- Well above expectations at the beginning of the year



2024 highlights by brand





JIMMY CHOO

2024 sales

- €224.3m (+7%)
- Following 16% growth in 2023

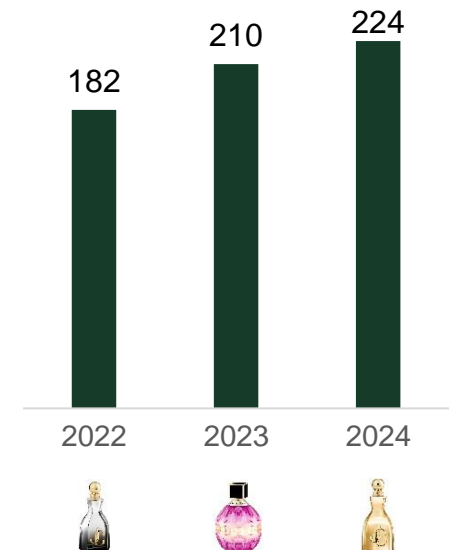
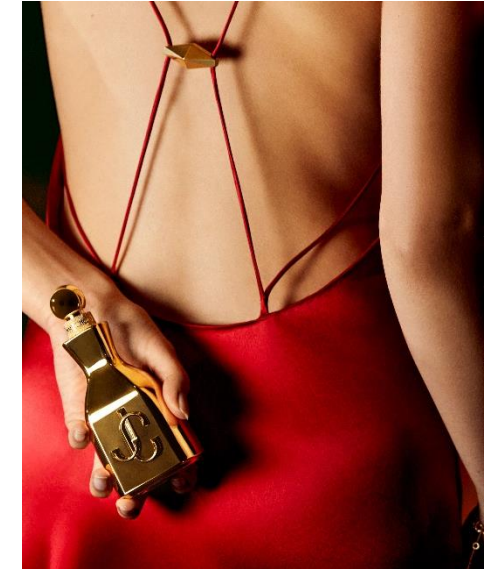
2024: Continuing development

- Launch of the *I Want Choo Le Parfum* line (€30m)
- *Jimmy Choo I Want Choo*, 7th best-selling franchise at Macy's (50% of distribution)
- Steady performance by the *Jimmy Choo Man* franchise

2025: Significant new flankers expected for franchises

- *Jimmy Choo Man* (Q1)
- *I Want Choo* (H2)

JIMMY CHOO





MONTBLANC

2024 sales

- €203.4m (stable) following 12% growth in 2023

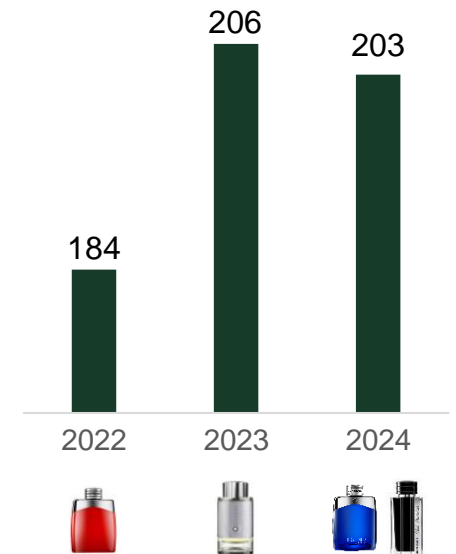
2024: A period of business consolidation

- Steady performance overall by *Montblanc Legend* and *Montblanc Explorer* franchises
- John Legend, new ambassador of the *Legend* franchise in the United States
- Launch of the Montblanc collection (5 fragrances with distribution limited to 2,000 POS)

2025: New initiatives

- New flanker for the *Montblanc Explorer* franchise
- New franchise under development with launch expected in 2026 or 2027

MONTBLANC





COACH

2024 sales

- €182m (-3%) following 22% growth in 2023

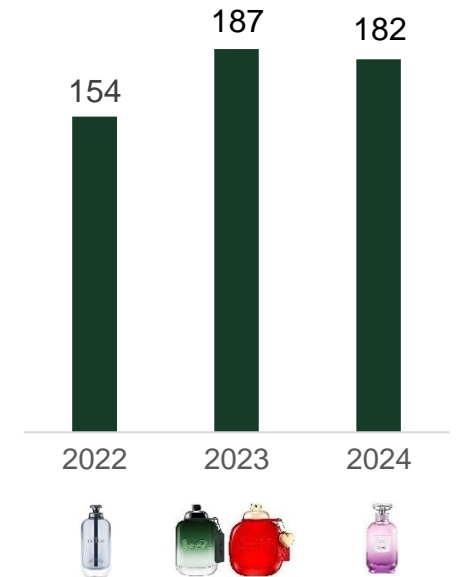
2024: Enduring demand for nearly all established Coach lines

2025: Two major new releases scheduled for the franchises

- *Coach Man* (Q1)
- *Coach Woman* (Q2)

Coachtopia line (late 2025 / early 2026)

- A “Sustainable Development” project
- Bottle incorporating PCR glass (> 60%)
- Recycled resin cap
- Fragrance formulated with upcycled materials



LACOSTE 



THE NEW FRAGRANCE

LACOSTE

2024 sales

- €78.7m (initial budget: €60m)

2024: Successful distribution takeover and relaunch

- Strength of the *L.12.12* franchise
- Launch of the *Lacoste Original* line

2025: Continuing efforts for

- International development of the *Lacoste Original* line
- Relaunch based on new flankers
 - *L.12.12* for men and women (Q2)
 - *Lacoste Original parfum* (Q2)
 - *Lacoste Original féminin* (Q3)

LACOSTE 



LACOSTE





LANVIN

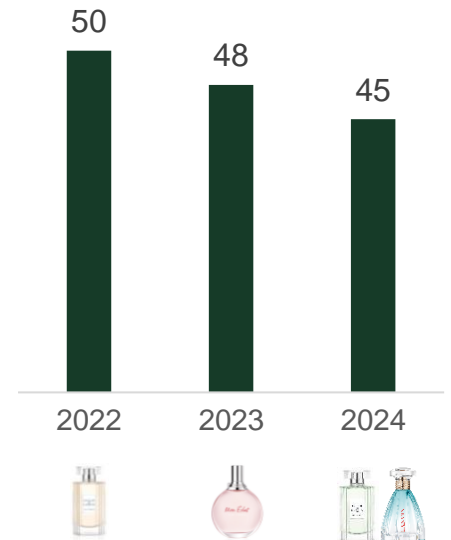
2024 sales

- €45.4m (-6%)

2024: A year of contrasts

- No major launches
- Business performance on par with traditional levels in Eastern Europe and Asia

2025: Focus on *Eclat d'Arpège*





ROCHAS

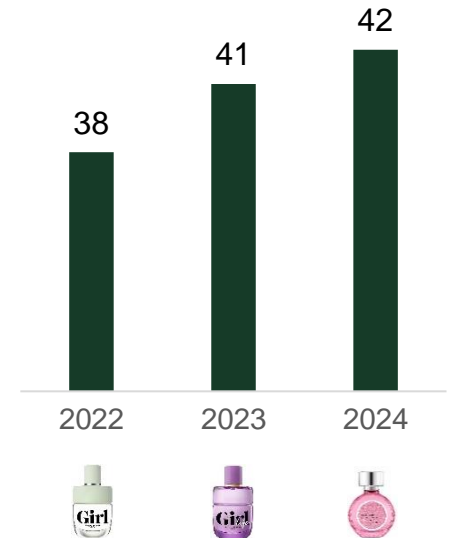
2024 sales

- €41.9m (+2%)

2024: Launch of several lines

- *Orange Horizon* following *Citron Soleil* for the *Eau de Rochas* franchise
- *Mademoiselle Rochas in Paris* for the *Mademoiselle* franchise

2025: A major launch expected early in the year (Q1)



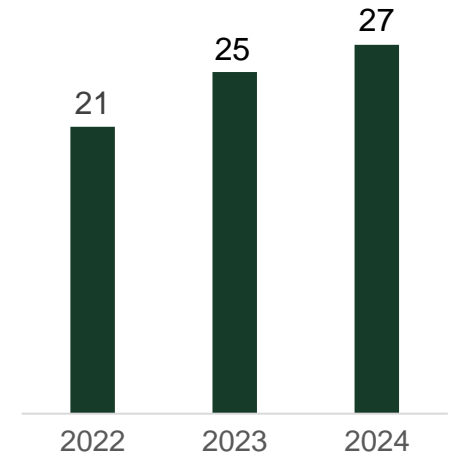
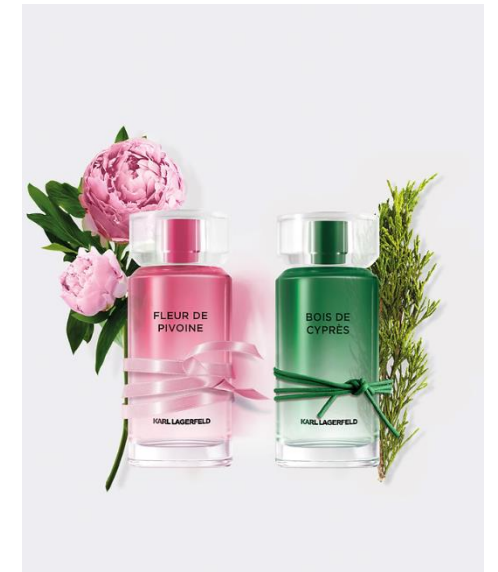
KARL LAGERFELD

2024 sales

- €26.9m (+6%)

Volumes remain high for the *Parfums Matières* and *Cities* franchises

Good start for the *Ikonic* line in Western Europe



KARL LAGERFELD



VAN CLEEF & ARPELS

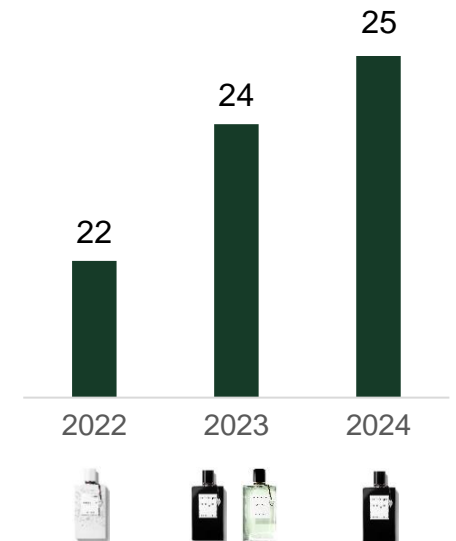
2024 sales

- €25.2m (+3%)

2024: 9-year extension of the license agreement until December 31, 2033

2025: strategic developments

- Increasingly selective distribution
- Substantial price increases
- Launch of a “historic collection”



Van Cleef & Arpels



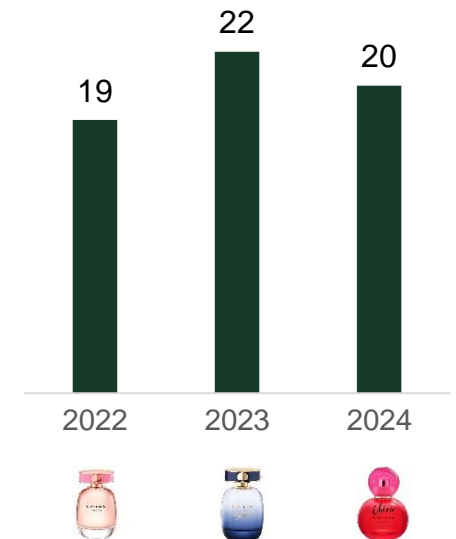
KATE SPADE

2024 sales

- €20.1m (-9%)

Limited notoriety, focused on 3 areas

- United States 70%
- Asia 15%
- South America 15%



kate spade
NEW YORK



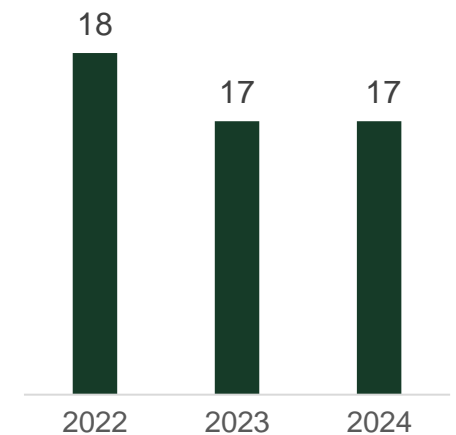
BOUCHERON

2024 sales

- €16.9m (-3%)

2024: No major initiatives – Sales virtually stable

2025: Final year of operation of the license



BOUCHERON





MONCLER

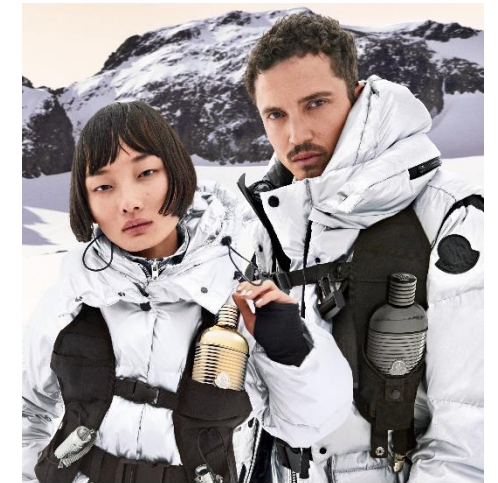
2024 sales

- €12.2m (+2%)

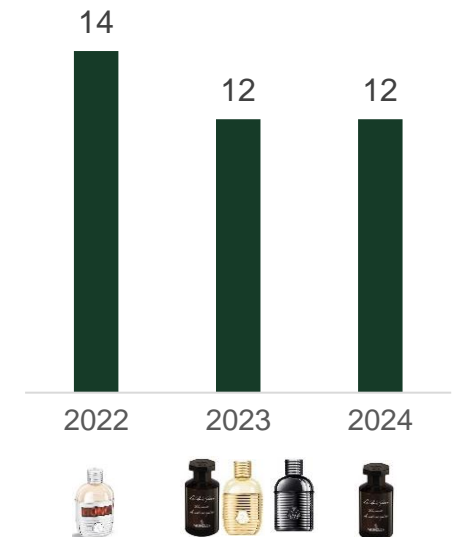
2024: Business centered on the *Les Sommets* collection and the *Moncler Sunrise* duo

2025: 2 new fragrances for the *Les Sommets* collection

MONCLER



MONCLER



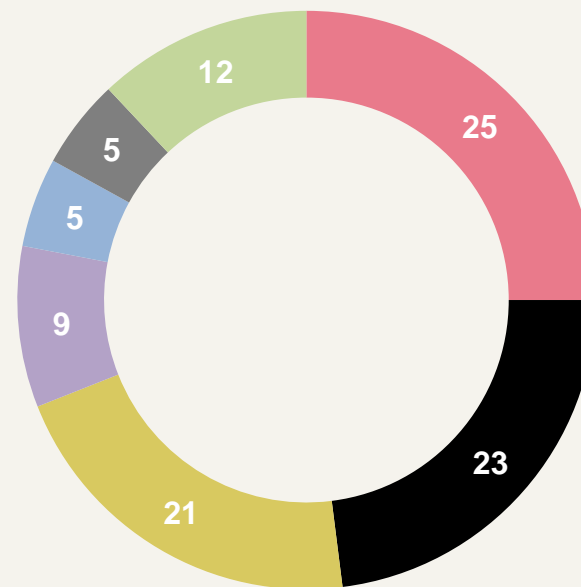
2024 sales

€m	2023	2024	24/23
Jimmy Choo	210.0	224.3	+7%
Montblanc	205.6	203.4	-1%
Coach	187.4	182.0	-3%
Lacoste	-	78.7	na
Lanvin	48.3	45.4	-6%
Rochas	41.0	41.9	+2%
Karl Lagerfeld	25.5	26.9	+6%
Van Cleef & Arpels	24.5	25.2	+3%
Kate Spade	22.1	20.1	-9%
Boucheron	17.4	16.9	-3%
Moncler	12.0	12.2	+2%
Other	4.7	3.5	-27%
Total sales	798.5	880.5	+10%

na: not applicable



2024 sales by brand



- Jimmy Choo: 25%
- Montblanc: 23%
- Coach: 21%
- Lacoste: 9%
- Lanvin: 5%
- Rochas: 5%
- Other brands: 12%

2024 highlights by region



2024 highlights by region

North America: +3%

- A high comparison base following the brisk acceleration in sales over the past two years (+13% in 2023 and +27% in 2022)
- The Group's largest market (38% of sales)
- A consistently buoyant fragrance market, especially in the United States
- Very successful launch of the *Jimmy Choo I Want Choo Le Parfum* line

South America: +13%

- The trend continues after a 29% increase in sales in 2023
- Takeover of the distribution of Lacoste fragrances
- Good performance by Montblanc fragrances



2024 highlights by region

Asia: +8%

- A period of business consolidation after three years of strong growth (inventory reductions by distributors)
- A shrinking distribution base in South Korea
- Positive trends in Singapore and Japan
- In China as well, with sales up 18% to €31m

Eastern Europe: +8%

- An unfavorable comparison base following the very strong recovery in 2023 (+30%)
- Shipments resumed in select markets in H2 after a difficult start for the year
- Good brand performance
- Positive results in Poland, the Czech Republic, Bulgaria and Slovakia



2024 highlights by region

Western Europe: +25%

- Sales up 40% in H2 2024
- Driven by the launch of the *Jimmy Choo I Want Choo Le Parfum* and *Lacoste Original* lines

Middle East: +9%

- An activity that remains positive
- Despite the impact of the ongoing conflicts in the region and the continuing reduction in the number of points of sale
- A market oriented towards the high perfumery segment

France: +28%

- Excellent performance, exceeding expectations
- Growth for Jimmy Choo and Rochas
- Lacoste: An extremely positive launch of the *Lacoste Original* line in June and a very successful takeover of fragrance distribution



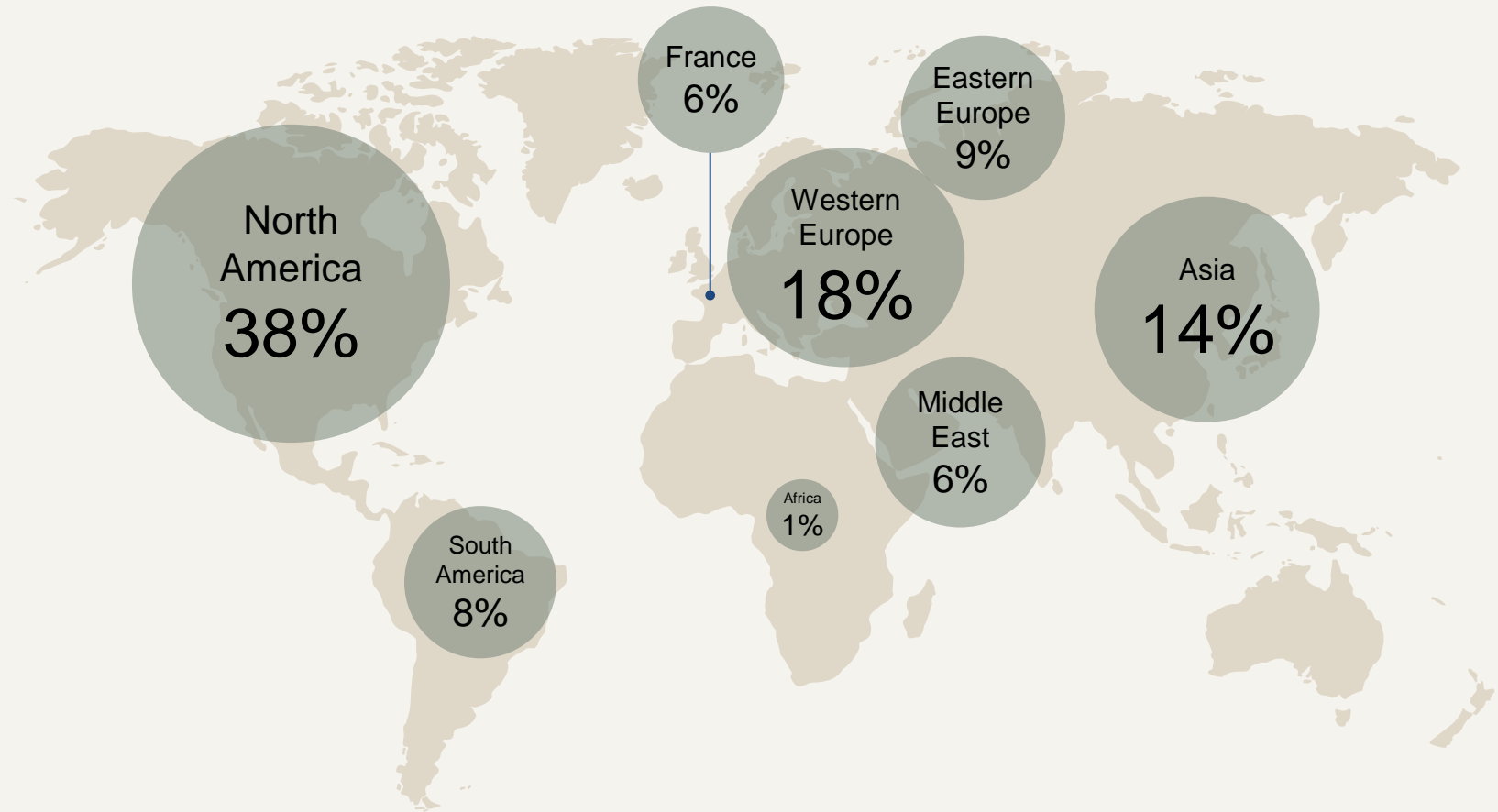
2024 sales

€m	2023	2024	24/23
Africa	4.9	6.1	+25%
Asia	116.0	125.3	+8%
Eastern Europe	70.2	76.1	+8%
France	43.2	55.5	+28%
Middle East	50.7	55.3	+9%
North America	322.8	332.2	+3%
South America	66.2	74.9	+13%
Western Europe	124.5	155.4	+25%
Sales	798.5	880.5	+10%



Sales mix by region

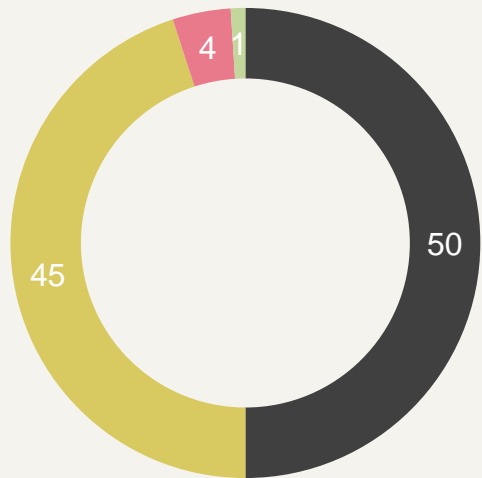
2024



Information on FY 2024 results



Sales - 2024 currency effect



- US Dollar: 50%
- Euro: 45%
- Pound Sterling: 4%
- Other: 1%

Currency	Av. exch. rate 23	Av. exch. rate 24	Impact on sales
€/\$	1.080	1.083	-€0.5m
€/£	0.8706	0.8475	+€0.3m
€/¥	140.7	158.4	ns
€/Can\$	1.459	1.477	ns
Total currency effect			ns

Sales

€880.7m

at constant exchange rates

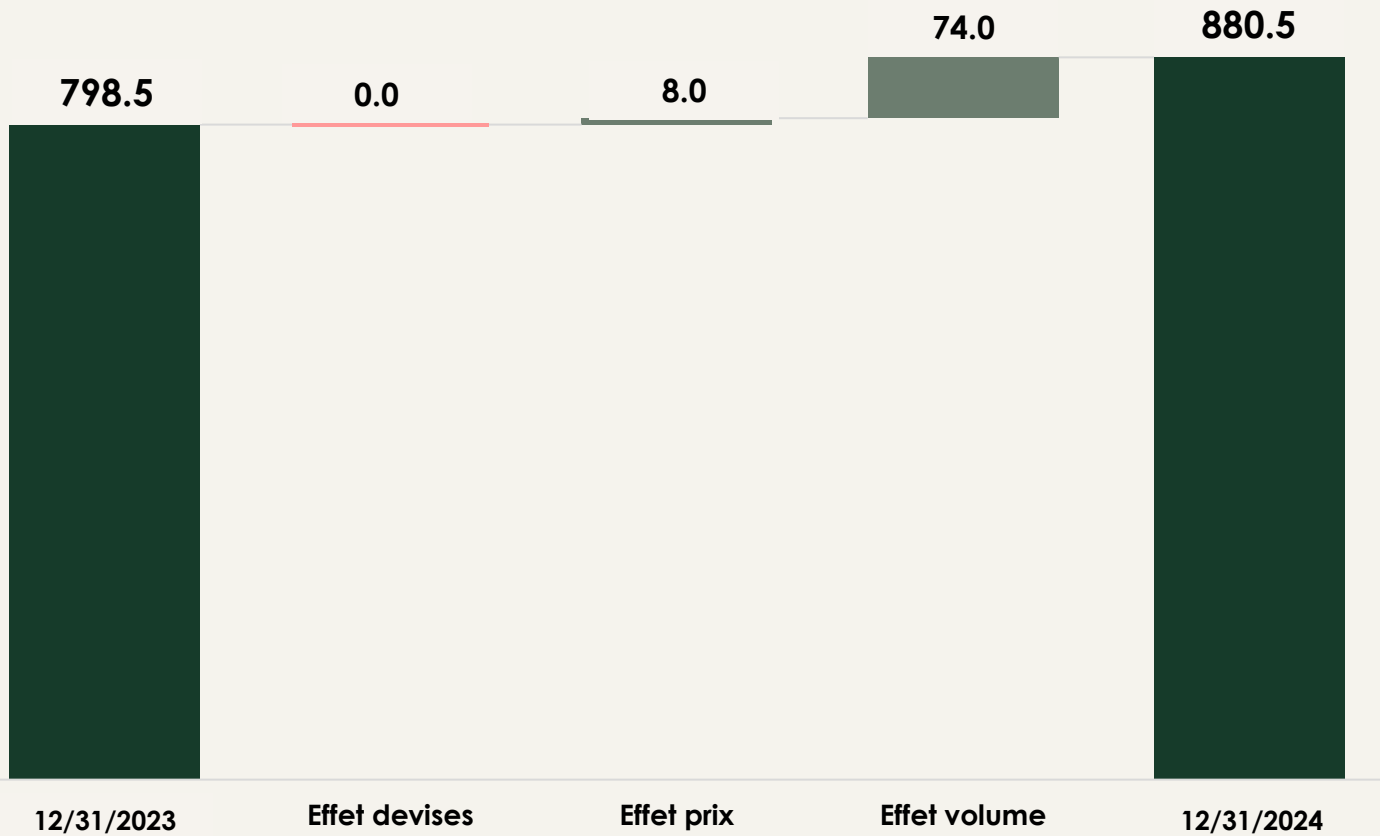
Change

+10.3%

at constant exchange rates

Sales trends

2023 → 2024 (€m)



Factors affecting 2024 results

Limited increase in sales prices in Q1 2024 (reminder)

- 2 to 3% in select countries and for select lines
- e.g. 1% on average for the year

Slight decline in cost price (components and packaging)

- App. -1.5% on average

Gross margin will be better than forecast

- Actual results / September 30, 2023: 65.2%
- Budget / September 30, 2024: 63.4%
- Actual results / September 30, 2024: 65.0%



Factors affecting 2024 results

Marketing and advertising expenses in line with the budget

- App. 22% of sales

A 2024 full-year operating margin expected to reach 20%



2024 balance sheet highlights

Inventory levels have started to drop during summer

- June 30, 2024: €253m
- December 31, 2024: app. €230m

Highly positive net cash position at December 31, 2024

- Assets of app. €180m
- Liabilities of app. €130m





2025 publication schedule

2024 results

February 26, 2025

2025 Annual General Meeting

April 17, 2025

2025 Q1 sales

April 24, 2025

Main launches in H1 2025





JIMMY CHOO *Jimmy Choo Man Extreme – Q1*



JIMMY CHOO *Jimmy Choo Man Extreme – Q1*



COACH Coach for Men Eau de parfum – Q1



COACH

FOR MEN

JAYSON TATUM introduces
The New EAU DE PARFUM



COACH Coach for Men Eau de parfum – Q1



ROCHAS *Rochas Audace* – Q1



ROCHAS *Rochas Audace* – Q1



KATE SPADE *Kate Spade Chérie je t'aime* – Q1



KATE SPADE *Kate Spade Chérie je t'aime* – Q1



KARL LAGERFELD *Karl Lagerfeld Jeans Urban Blue* – Q1



KARL LAGERFELD *Karl Lagerfeld Jeans Urban Pink* – Q1

2025 outlook



2025 context

A large fragrance market on a generally upward trajectory

An increasingly complex business sector

- Increasingly granular segmentation of the product offering
- Ever-stricter retailer demands
- More restrictive regulations (e.g.: formula modifications)

Ever-higher entry barriers for new market players

- Long-standing savoir-faire
- Internal organization



2025 strategy

Continue the established development strategy for each brand without excessive investment

Continue the Lacoste fragrances relaunch with a 3-year launch program approved by the brand

Seize opportunities to strengthen the brand portfolio (acquisition or license)



Our strengths for 2025 (and beyond...)

A diversified portfolio of high-quality brands

Recurring sales for the main franchises thanks to an abundant and steady flanker program

Significant potential for Lacoste fragrances

Promising launch of the *Solférino* brand

Growing consumer appeal for fragrances in China

A consistently effective operating model





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INTERPARFUMS