

Interparfums^{SA} to develop Off-White[®] brand in perfume and beauty category

Interparfums^{SA} has obtained all Off-White[®] brand names and registered trademarks for Class 3 fragrance and cosmetic products, subject to an existing license that expires on December 31st, 2025, when Interparfums^{SA} will begin commercial use of the fragrance brands. The two companies will build a long-term relationship to work in unison on strategies and category launch and market initiatives.

Founded in 2012 by the late designer Virgil Abloh, Off-White[®] is known for its high-end streetwear influences and bold approach to youth luxury. When Virgil Abloh founded Off-White[®], he sought to establish a brand with a universal design language that was artistic, disruptive and a reflection of concepts explored in the realm of youth culture.

Off-White[®] is globally recognized for:

- Conceptual and artistic dimension, viewing fashion as an art form;
- A deconstructionist aesthetic, including contrasting materials and functional details;
- Distinct and recurring brand symbols that have become icons in the fashion world, such as crossed arrows, quotation marks and the “X” logo;
- A dedication to social and cultural causes, supporting initiatives for diversity and inclusion in the fashion sector, particularly in the field of design.

Philippe Benacin, Chairman and CEO, commented: “Off-White[®] blends the worlds of streetwear and luxury in a spirit of talent and inventiveness. This is a tremendous opportunity for us considering the brand’s unique positioning, not to mention Virgil Abloh’s impressive creative legacy. This brand will help us explore new openings for fragrances in the luxury sector.”

Interparfums^{SA}

Founded by Philippe Benacin and Jean Madar in 1982, Interparfums develops, manufactures and distributes prestige perfumes and cosmetics as the exclusive worldwide licensee for Boucheron, Coach, Jimmy Choo, Karl Lagerfeld, Kate Spade, Lacoste, Moncler, Montblanc and Van Cleef & Arpels. The company is also the owner of Lanvin fragrances and the Maison Rochas brand. With products sold in over 100 countries worldwide through a selective distribution network, in 2023 Interparfums had consolidated sales of nearly €800m in 2023, with an operating margin of 20% and €90m in net cash. Interparfums is listed on Euronext Paris with a market capitalization of approximately €3 billion.

Paris, December 3, 2024

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This press release is available
in French and English
on the company’s website
interparfums-finance.fr

ITP
LISTED
EURONEXT

ISIN : FR0004024222-ITP
Reuters : IPAR.PA
Bloomberg : ITP
Euronext Compartment A
Eligible for Deferred
Settlement Service (SRD)
Eligible for PEA
Index - SBF 120, CAC Mid 60

Contact

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Upcoming events

Publication of 2024 annual sales
January 23, 2025
(before the opening
of the Paris stock market)

Publication of 2024 results
February 26, 2025
(before the opening
of the Paris stock market)