



## 2025 first quarter sales: €235.5m (+10.7%) Solid growth

Despite geopolitical instability and market uncertainty, Interparfums made a good start in 2025 with first-quarter sales of €235.5 million, up 10.7% year-over-year at current exchange rates and 8.8 % at constant exchange rates.

### Quarterly highlights by brand

€m	Q1 2024	Q1 2025	25/24
Jimmy Choo	44.8	62.6	+40%
Coach	45.8	52.7	+15%
Montblanc	53.8	46.2	-14%
Lacoste	18.7	25.0	+34%
Lanvin	10.0	11.5	+15%
Rochas	9.1	10.3	+13%
Other brands	30.5	27.2	ns
<b>Total sales</b>	<b>212.7</b>	<b>235.5</b>	<b>+10.7%</b>

ns : not significant

- Even considering a favorable comparison base, Jimmy Choo fragrances achieved a remarkable performance with 40% growth, driven by continued success of the *Jimmy Choo I Want Choo* and *Jimmy Choo Man* franchises;
- The launch of a new flanker in the *Coach Men* franchise, combined with continued demand for all Coach lines, contributed to the momentum of Coach fragrances, which posted a 15% sales increase;
- The launch of the *Montblanc Legend Blue* line in Q1 2024, together with declining sales for certain subsidiary lines, had a temporary negative impact on Montblanc fragrances. A fourth flanker is expected to provide a boost for the *Montblanc Explorer* franchise in the second half of the year;
- In their second year of operation, Lacoste fragrances consolidated the positive momentum begun in 2024 with sales up 34% to €25m, demonstrating the brand's potential;
- Lanvin fragrances saw a return to more historical sales volumes following supply difficulties in certain Eastern European countries last year;
- Building on the successful launch of the *Rochas Audace* and *Eau de Rochas Néroli Azur* lines, Rochas fragrances continued their steady growth.

### Quarterly highlights by region

€m	Q1 2024	Q1 2025	25/24
Africa	1.3	1.6	+21%
Asia	37.0	36.0	-3%
Eastern Europe	13.6	21.4	+57%
France	13.6	13.5	-1%
Middle East	14.6	10.8	-26%
North America	66.9	85.3	+27%
South America	26.3	22.0	-16%
Western Europe	39.4	44.9	+14%
<b>Total sales</b>	<b>212.7</b>	<b>235.5</b>	<b>+10.7%</b>

Trends varied considerably by region:

- In North America, where the fragrance market remained dynamic, sales rose significantly in Q1 2025 thanks to several major launches and high replenishment levels after robust sales during the 2024 holiday season;
- In South America, the base effect from the launch of the *Montblanc Legend Blue* line in Q1 2024 led to a relative contraction in sales;
- Sales in Asia Pacific were roughly stable. Lower inventory levels among Australian distributors and the continued reduction in the number of points of sale in South Korea were offset by strong growth in China, Japan, and Singapore;
- Following supply constraints in certain countries in Q1 2024, Eastern Europe returned to more adequate business levels in Q1 2025, particularly for the Lacoste, Jimmy Choo and Lanvin brands;
- Western Europe, up 14%, continued to grow thanks to Jimmy Choo, Lacoste, Karl Lagerfeld and Rochas fragrances;
- Lastly, the Middle East continued to suffer from ongoing conflicts in the region and a reduction in the number of points of sale in many markets.

### Tariffs

In response to new tariff policies in the United States, the Company has decided to implement a number of measures, including increasing retail prices by 6% to 7% as of August 1, 2025. These measures, combined with currency hedging taken at the beginning of the year at \$1.04 to €1.00, should significantly limit the impact of these exogenous decisions on the Group's performance.

### Upcoming event

Publication of H1 2025 sales  
Tuesday, July 24, 2025  
(before the opening  
of the Paris stock market)

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**Philippe Benacin**, Chairman and CEO commented: "Despite economic and geopolitical uncertainties, the flexibility of our business model, the quality of our portfolio with the recent addition of the Off-White and Annick Goutal brands, as well as the prospect of new licensing agreements to come give us confidence in the continued growth of our sales and earnings."

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This press release is available  
in French and English  
on the company's website  
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Index - SBF 120, CAC Mid 60