

L'ORÉAL

Maison Martin Margiela and L'Oréal sign a partnership agreement and announce their new vision for perfume

L'Oréal's Luxury Products Division announces the signing of a partnership agreement with Maison Martin Margiela for the creation of a first line of perfumes. This agreement expresses their shared wish to combine their expertise and reflect the unconventional and innovative world of Maison Martin Margiela through a perfume.

Maison Martin Margiela, avant-garde expertise

Graduating from the *Académie Royale d'Anvers* in 1979, Martin Margiela joined Jean-Paul Gaultier's team before founding Maison Martin Margiela in 1988. At the same time, Hermès entrusted him with the artistic direction of its collections from 1999 to 2004.

In 2002, Renzo Rosso, President of the Only The Brave Group joined forces with him becoming a majority shareholder in the House. Today, Maison Martin Margiela is structured around 32 single brand sales outlets and more than 500 multi-brand stores across five continents. In 6 years, their turnover has increased fourfold.

Often characterised as iconoclastic and experimentalist, Maison Martin Margiela bases its creative expression on recycling, transformation and reinterpretation: an emotion, a unique and timeless proposition which challenges shapes and rules.

White, a symbol of simplicity and purity, unifies all the premises and items belonging to the House; it has become its most obvious visual identity, just as anonymity has become its signature.

"In our constant search for new forms of expression and creation, the desire to design a perfume appeared obvious. This perfume must be in our image, an elixir of all that we are and are fond of. The L'Oréal teams give us the human support and skills necessary to launch us on this adventure, while respecting our history, identity and values. This partnership is also a union between two worlds which mutually complement, support, nurture and inspire." Maison Martin Margiela.

An unconventional perfume expression

For Patricia Turck Paquelier, President of Prestige and Collections International within L'Oréal's Luxury Products Division, *"By pre-empting the 'No Logo' domain, for more than 20 years Maison Martin Margiela has opened up a novel channel in the luxury market with its discrete label with four stitches. This signature scent will inspire radical new perspectives for perfumes with a more personal approach, following the success of the brands with star logos. A requirement for the thousands of people world wide searching for unostentatious luxury. As always with Maison Martin Margiela, we will explore new areas with them for an unconventional expression of their perfumes. This will also be a collective story, conducted by men and women who share values such as excellence in quality and their teamwork with L'Oréal."*

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This news release may contain some forward-looking statements. Although the Company considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements."

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