

# LALIQUE GROUP

MEDIA RELEASE

## **Lalique Group: perfume and cosmetics business now combined as Lalique Beauty**

*Zurich, 6 October 2017* - **Lalique Group SA (BX: LLQ), which is active in the creation, development, marketing and worldwide distribution of luxury goods, has renamed its sub-holding company for the perfume and cosmetics business as Lalique Beauty SA in a move aimed at unifying its market presence.**

Following the renaming of the Group holding company as Lalique Group SA in 2016, the company has decided to change the name of the sub-holding company for the perfume and cosmetics business from Art & Fragrance SA to Lalique Beauty SA. The business now combined under Lalique Beauty includes such perfume brands as Lalique, Jaguar, Grès, Bentley, Samouraï and Alain Delon, as well as the Ultrasun sunscreen brand. The perfume filling and logistics operation Art & Fragrance Services in France, which is also part of Lalique Beauty, is now called Lalique Beauty Services.

The Group's second sub-holding company, Lalique SA, incorporates the crystal and jewellery business as well as the hospitality and gastronomy sector.

Roger von der Weid, CEO Lalique Group: "This measure will further unify the market platform of the Group as a whole and make the most of the high level of awareness enjoyed by the main Lalique brand in the international market. The change of name will not affect the strategy and direction of the company's business activities, which will continue unaltered."

### **Media contact**

Lalique Group SA  
Esther Fuchs  
Communication & PR Manager  
Grubenstrasse 18  
CH-8045 Zurich

Phone: +41 43 499 45 58  
esther.fuchs@lalique-group.com

### **Lalique Group SA**

Lalique Group is a niche player in the creation, development, marketing and global distribution of luxury goods. Its business areas comprise perfumes, cosmetics, crystal, jewellery, high-end furniture and living accessories, along with art, gastronomy and hospitality. Founded in 2000, the company employs approx. 600 staff and has its headquarters in Zurich. The registered shares of Lalique Group SA (LLQ) are listed on the BX Berne eXchange.

You can find further information at **[www.lalique-group.com](http://www.lalique-group.com)**.