

MEDIA RELEASE

A supreme alliance: Lalique Group and Brioni present their first fragrance

Zurich, 26 March 2021 - The new Eau de Parfum from the renowned luxury brand Brioni is now available. The fragrance is light and sophisticated, just like a Brioni bespoke suit.

“Like everything from Brioni, our new fragrance has the perfect balance of elegance and charisma. The perfume subtly envelops the wearer with an irresistible presence,” says Norbert Stumpfl, Executive Design Director at Brioni. “We are delighted to present the perfect accessory to our legendary clothing collection: the finishing touch, invisible yet irresistible, to complete the perfect outfit.”

Brioni has entrusted Lalique Group with the creation of its fragrances. Although the two companies operate in different sectors, their shared passion for excellence and prestige gave rise to a unique partnership. The Eau de Parfum is now available worldwide in Brioni boutiques and from selected points of sale.

A fragrance designed like an immaculate suit

The fragrance was created by Michel Almairac, Master Perfumer at Robertet. For the *Brioni Eau de Parfum* he has created a short, perfectly tailored formula - precision-cut from high quality materials such as pink peppercorn, cedarwood, tonka bean and violet. “For this fragrance I sought to glorify Brioni’s sophisticated allure and elegance. A creation with few ingredients, this perfume lends further refinement to the clothing. They are juxtaposed perfectly to create an authentic sillage which channels the savoir-faire of the Italian couture studio,” explains Michel Almairac.

The flacon reflects the essence of elegance

Made of heavy, navy blue Italian glass, the square-shouldered, bevelled bottle is adorned with a satin label, inspired by the labels sewn inside Brioni bespoke suits. Speaking of his vision of the brand, a vision that extends to the design of the fragrance bottle, the Austrian-born designer Norbert Stumpfl says: “Brioni is about Italian flair - Roman flair - and craftsmanship; about luxury and effortless masculine elegance: nonchalant and understated, for people in the know. We’re not about fashion; Brioni is about style.” And the design of the new *Brioni Eau de Parfum* reflects this aesthetic stance.

Partnership of the brands started in 2019

As previously announced at the end of 2019, Lalique Group concluded a perfume licence agreement with the luxury brand Brioni. Under the agreement, Lalique Group creates and sells a collection of perfumes for Brioni. Capitalizing on the reputation of Brioni in the key markets of the USA, Russia, Europe and Japan, the perfumes are to be marketed and sold via Lalique Group’s global distribution network.

For further information and visuals, we invite you to visit:
pressroom.brioni.com/fragrances



EDP 60ml

EUR 80 / GBP 70 / CHF 90 / USD 90

EDP 100ml

EUR 110 / GBP 95 / CHF 120 / USD 120

The Brioni Eau de Parfum is available from all Brioni Boutiques and specialist retailers.

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Brioni

Founded in Rome in 1945, Brioni is a legendary menswear luxury House. In addition to its state-of-the-art bespoke service, Brioni offers exceptional quality in ready-to-wear, leather goods, shoes and eyewear. The foundation of the House's identity is its unique Italian sartorial heritage, renowned worldwide as the benchmark for the finest formal tailoring. The company is part of Kering, a worldwide leading luxury group.

Brioni, Tailoring Legends since 1945.

You can find further information at www.brioni.com.

Lalique Group

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 lifestyle accessories, along with art, gastronomy and hospitality as well as single malt whisky. Founded in 2000, the company employs approx. 720 staff and has its headquarters in Zurich. The Lalique brand, from which the Group derives its name, was created in Paris in 1888 by the master glassmaker and jewellery designer René Lalique. The registered shares of Lalique Group SA (LLQ) are listed on the SIX Swiss Exchange.

You can find further information at www.lalique-group.com.