Inter Parfums Inc. announced on Wednesday the closing of its agreement with G-III Apparel Group, the parent company of the Donna Karan and DKNY brands, to become the exclusive worldwide licensee for the two labels’ fragrance brands.

“We are excited to complete this transaction with these established and valuable fragrance brands, Donna Karan and DKNY,” said Jean Madar, chairman and chief executive officer of Inter Parfums.

“As a part of the signed licensed agreement previously announced in October 2021, we have already initiated developing strategic advancements and product lines, with an expectation to launch new fragrances under these brands in 2023,” he added.
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The collection includes DKNY Be Delicious, which has established itself as a global blockbuster since its launch in 2004, as well as Donna Karan Cashmere Mist that has consistently ranked as a Top 25 fragrance in the United States.

“We are proud of our brands' best-in-class fragrances that have extended their reach beyond fashion by connecting to a broader range of consumers globally,” added Morris Goldfarb, chairman and CEO of G-III Apparel Group.

“Inter Parfums’ exceptional capability to develop fragrances and enhance portfolios with their significant worldwide distribution will work hand-in-hand with us to position Donna Karan and DKNY for further global expansion. We’re looking forward to our partnership with Inter Parfums to grow these businesses together.”

Both brands’ fragrances were previously handled by The Estée Lauder Companies, as part of a partnership that has lasted close to three decades.

Inter Parfums’ portfolio currently includes the likes of Montblanc, Anna Sui, Coach, Guess, Jimmy Choo and Oscar de la Renta.

By Jennifer Braun

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