

# NEW PARTNERSHIP

## VILEBREQUIN TO LAUNCH FRAGRANCE AND BODY CARE LINE IN PARTNERSHIP WITH INCC

Paris , 1st October 2022: French luxury brand Vilebrequin has partnered with International New Creative Concept (INCC), specializing in the creation, development and marketing and sales of perfume products, to launch a new range of fragrance and body care products. The deal was facilitated by Vilebrequin's global licensing agency IMG. The collection, which launches in 2025, will feature a wide range of products, including fragrances for adults and kids, eco-friendly body care like solid shampoo and solid gel bars, as well as sun care. Keeping with Vilebrequin's brand values, all products in the new collection will be environmentally friendly.

Roland Herlory, CEO of Vilebrequin said, "We are delighted to collaborate with the INCC team. The company has a proven track record in the luxury fragrance and body care and shares our "joie de vivre" spirit of creating high-end, sustainable products that evoke a sense of fun, freedom, and relaxation."

Philippe Lentz, CEO of INCC said, "We are excited to embark on this new venture that provides us an opportunity to create a fun and cross-generational luxury collection with Vilebrequin. The two brands have similar philosophies in terms of sustainability, creativity, quality, and excellence. We look forward to creating fragrances and products that have a strong connection to vacations all year long."

### About INCC

Created in 1990 INCC, International New Creative Concept is a French independent firm that specializes in the creation, development and marketing and sales of perfume products. In 2010 a new President, Remy Deslandes took over from previous management and decided to embark on a new business model after signing a license contract with Mercedes Benz to launch their first perfume range. International sales grew from 3m€ to 18m€, essentially in selective distribution, and making INCC a well-known player in this industry. Hit by the Covid epidemic and the unexpected death of its President in June 2020, INCC has been managed by Philippe Lentz, ex senior executive at LVMH perfumes and cosmetics with DIOR and GUERLAIN, since October 2020. Following an internal restructuring process including the renewal of the Mercedes Benz license contract with the addition of AMG and MAYBACH brands, the company posts a strong double-digit growth in sales and stands for new luxury positioning. As an entrepreneurial and human driven firm, INCC gives a bespoke treat to each brand.

<https://www.incc-parfums.com>

### About Vilebrequin

After celebrating 50 years of vacation, the French swimwear icon feels energized to do more. The secrets to the House's longevity? Joy, freedom, and the seductive charm of Saint-Tropez back in 1971. That, and an obsession with durable, high-quality tailoring you can vacation in for a lifetime. With a global presence in more than 62 countries, the House isn't done perfecting the art of living in the sun all year long with a range of product offerings from ready-to-wear and accessories to beach games. Driven by innovation, Vilebrequin is focused on developing and implementing sustainable solutions, fabrics, and processes that make an impact on vacation, not on the oceans. This commitment is made even stronger by the launch of the new Fondation Vilebrequin for a better marine heritage.

[vilebrequin.com](http://vilebrequin.com)

### About IMG

IMG is a global leader in sports, fashion, events and media. The company manages some of the world's greatest athletes and fashion icons; owns and operates hundreds of live events annually; and is a leading independent producer and distributor of sports and entertainment media. IMG also specializes in licensing, sports training and league development. IMG is a subsidiary of Endeavor, a global sports and entertainment company.



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