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## **SWAROVSKI awards exclusive beauty license to CLARINS GROUP through THIERRY MUGLER PARFUMS**

**Swarovski**, the world's leading producer of precision-cut crystal, has signed a license agreement with **Thierry Mugler Parfums**, a company of the **Clarins Group**, for the creation and worldwide distribution of the first ever "**Swarovski Beauty**" line: Swarovski fragrances, make-up and a beauty accessories collection.

The combined expertise and reputation of both companies will bring the world of beauty to new and innovative heights. Launch date is planned for 2010.

The range will be distributed in selective perfumeries, prestige department stores and Swarovski stores worldwide.

**Christian Courtin-Clarins**, CEO of Clarins Group: "We share the same values of respect, tradition, expertise, innovation and independence as Swarovski. We are indeed the perfect couple."

**Markus Langes-Swarovski**, Executive Board Member, Swarovski: "Swarovski's position in the luxury market today is the result of the company following the philosophy of our founder, who was also my great-great grandfather, to continuously engage in new market challenges and in products that express the poetry of precision and create joy and emotion. In this project we have found a family-owned partner that shares this philosophy and one we are convinced will join with us to make "Swarovski Beauty" a luxury brand that we will all be proud of."

**Joël Palix**, President of Thierry Mugler Parfums: "Fifteen years after the incredible success of *Angel*, this new collaboration is a dream come true. Swarovski is a truly distinctive brand in the world of luxury and how beautiful to imagine a unique fragrance captured in the heart of Swarovski finest cut crystal. We will develop "Swarovski Beauty" with the same excellence, distinctiveness and consumer focus as for Thierry Mugler Parfums. Our common objective is to achieve a long-term and sustainable success in the world of cosmetics."

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**CLARINS**, created in 1954, was the result of Jacques Courtin-Clarins' focus on the aesthetic aspirations of women and on his efforts to propose innovative and efficient plant-based skin care products. Capitalizing on this success, the Group diversified into two other cosmetic segments: make-up in 1991 and perfumes in 1992. Today, Clarins with other brands including My Blend, Thierry Mugler and Azzaro represents over 1 billion Euros turnover. With 20 distribution subsidiaries, more than 140 agents and 85% of net sales made abroad, the Group continues to develop strong competitive positions in the different segments of prestige cosmetics, holds a leading position with skin care products in Europe and prime positions in fragrances with classics such as Angel, Azzaro Pour Homme and Chrome. Recently, the Group took a stake in the natural organic market with Kibio, it has been collaborating for years with L'Occitane through common enterprises and distribution channels. The Group also concluded two licence agreements with Porsche Design and David Yurman.

**THIERRY MUGLER PARFUMS** is a daring brand inspired by the audacious fashion of its creator. Thierry Mugler perfumes are recognized for the originality of their fragrances, the creativity of their bottle design and unique consumer service. "La Source" is an innovative and ecological refilling fountain at points of sale, "Le Cercle" builds a long-lasting relationship with consumers. Already a prominent player in the world of fragrances with Angel, Alien and A\*Men, Thierry Mugler Parfums most recently launched an exclusive collection of five fragrances, "Mirror, Mirror!", along with a complete beauty range distributed in highly selective worldwide flagship stores.

**SWAROVSKI**, a family-owned company based on the principles of excellence, innovation and humanistic values laid down by its founder Daniel Swarovski 113 years ago, is the world leading producer of precision-cut crystal for fashion, jewellery, lighting, architecture and interiors. Today, the company, still based in Wattens/Austria, family-owned and run by 4<sup>th</sup> and 5<sup>th</sup> generation family members, has a global reach, with some 22.000 employees, a presence in over 120 countries and a turnover in 2007 of 2.56 billion Euros. Swarovski comprises two major divisions, one producing and selling loose crystals to the industry and the other creating design-driven finished products. Swarovski crystal components, known by their product brand names CRYSTALLIZED™ – Swarovski Elements for fashion and STRASS® Swarovski® Crystal for architecture and light, have become essential ingredients of international design. Swarovski's own-brand lines Swarovski and Daniel Swarovski offer accessories, jewellery and home decor designs and are sold through more than 1.150 Swarovski stores and concessions in all major fashion capitals. In Wattens, Crystal Worlds, the multi-media crystal museum, has attracted over 7 million visitors since it was opened in 1995, as a celebration of Swarovski's universe of innovation and inspiration, of crystal as the ultimate creative material. The Swarovski corporation also includes four industrial brands, Tyrolit®, manufacturing grinding tools, Swareflex, for road safety reflectors, Optik, producing precision optical instruments and Signity, Swarovski's brand for genuine and created gemstones.

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