

JEANNE ARTHES

PARIS

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March 2011 – ARTHES and its Private Label Division

Article obtained following the press relations about the Arthes Private Label Division and after several email exchanges with the journalist.

⇒ High visibility of the group ARTHES and its strategies in Internet :
950000 monthly readers

Arthes Private Label Division

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In addition to their own brand-name creations, the house **Arthes** decided to expand their existing vocation by offering a Private Label Division. At the Cosmoprof Fair in Bologna, representatives of the Jeanne Arthes house introduced a brand new concept, demonstrating their knowledge, skill and 30 years of tradition.



The Private Label Division is, in fact, a response to a great number of brands and individuals interested in creating their own perfumes or perfume lines in their own style. To meet their desires, house Arthes announces this new concept.

The Private Label Division is a very innovative solution that meets the current needs of brands and individuals. The associates of Arthes will receive the status of full partners, able to present their line of fragrances under the name of their own brands.

In addition to the remarkable French quality and innovation, the fragrances created by Arthes will offer a permanent connection between the orderers of perfumes and fragrant collections and various services of Arthes house, which is certainly ready to assist.

Arthes offers its own structure of production, capacity of 120 000 bottles per day, creation of concept in line with the brands, following the market and the trends, elaboration of fragrances, production, quality control, promotion and Made in France perfumes.



The whole concept is accompanied by the slogan: **You have the idea, we customize it!** Arthes has a 30-years-long tradition of creating fragrances. The successful collection of affordable and refined fragrances by Jeanne Arthes is just one of the lines offered by this house. In addition to Jeanne Arthes line, perfumers of this house have created lines for Bollywood star Shah Rukh Khan, Smiley perfume, Elite collection, Fits, and collection Essence Surfer Babe for Cosnova Group.



All interested parties can find out more about the new concept by visiting Cosmoprof Fair in Bologna from March 18-21, 2011, or by contacting [Arthes Group](#).