

NARCISO RODRIGUEZ FOR HER FRAGRANCE ENTERS EUROPEAN FEMININE FRAGRANCE TOP 5 IN APRIL

Paris, June 15 2017 –

More than just a fragrance, Narciso Rodriguez's **for her** fragrance is a modern classic that has become a timeless icon.

In little over a decade, the instant cult favorite scent has become a worldwide signature scent easily identified and remembered always.

For the first time since its creation in 2003, **for her** (including recent launch **for her Fleur Musc**) has reached the European NPD* rank #5 for feminine european lines fragrances with 1,8% market share in April 2017 (+ 40% versus 2016).

This is a great achievement within Shiseido Group EMEA transformation plan initiated less than 1 year ago by CEO & President Louis Desazars where Narciso Rodriguez designer brand – alongside with Issey Miyake - was announced as one of the main growth driver. The brand has great ambitions and is expected to double in the next 5 years capitalizing on its two pillar lines : for her and NARCISO, with a lot of territories to be conquered.

Last June 8th in Paris, The Fragrance Foundation France honored **for her** with a special 25-year prize “best feminine fragrance” during its 2017 best of fragrance awards ceremony.

** Top 5 Europe panel: NPD France, NPD Spain, NPD Italy, NPD UK, IRI Germany.*

April 2017 Ranking: Italy: #1 / Spain: #8 / Germany: #16 / France : #20 / UK: #28

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