Jacquemus could be working on a beauty line

By Dominique Muret  -  26 October 2021

Like many brands on the up, Jacquemus is reportedly hoping to diversify into the profitable fragrance and cosmetics segment. The designer and founder of the Parisian brand, Simon Porte Jacquemus, who is known for his Mediterranean-influenced fashion, has apparently joined forces with Spanish luxury group Puig in order to enter the beauty market. The project, about which very few details have currently been shared, should be launched in 2022.

The story was originally reported by WWD. When contacted by FashionNetwork.com, the brand said that it "does not wish to make any comments" on the matter. The label's Provence-born creative director, who founded his brand in 2009, at the age of 19, has seen unprecedented success over the last few years with his colorful, sun-kissed fashion. Some of his accessories, such as his giant straw hats and his Lilliputian bags, have been veritable
hits. With over 3.8 million followers on Instagram, the brand, which notably counts Rihanna and the Hadid sisters among its fans, employs some 60 people and boasts revenues of more than 25 million.

Jacquemus' offering ranges from women's ready-to-wear to menswear and accessories, including bags, shoes, glasses, hats and jewelry. Until now, the label has never ventured into cosmetics or fragrances. Its designer did, however, launch a collection of ceramic plates last year and also teamed up with Caviar Kaspia to create Café Citron at Galeries Lafayette on the Champs-Élysées.

Puig is a luxury beauty sector stalwart. Ranked number five in the world in terms of selective perfumery, the Catalan fashion and fragrance group's "Beauty and Fashion" division includes the likes of Paco Rabanne, Carolina Herrera, Jean Paul Gaultier, Nina Ricci, Dries Van Noten, Penhaligon's, and L'Artisan Parfumeur, as well as licenses for Christian Louboutin and Comme des Garçons, not to mention lifestyle brands Adolfo Domínguez, Antonio Banderas, Shakira, and Benetton.

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