

Liu Jo signs agreement with Desire Fragrances to expand distribution



The new collaboration will further strengthen Liu Jo's presence in the beauty market by expanding the make-up segment with an innovative project based on the concept of "Color Analysis"

Following the success of Liu Jo Silkway, Desire Fragrances has established another significant partnership with the Liu Jo brand through the signing of an agreement with Rougj, a leading cosmetics producer in Italy, for the distribution of the Liu Jo Beauty make-up line, Rougj x Liu Jo, in perfumeries across Italy and worldwide.

The new collaboration will further strengthen Liu Jo's presence in the beauty market by expanding the make-up segment with an innovative project based on the concept of "Color Analysis." The announcement of this partnership also marks an important step forward in Desire Fragrances' expansion strategy, allowing the company to offer its customers an even more comprehensive and

diversified range of Liu Jo Beauty products.

“We are thrilled with this recent partnership, which represents a key element in Desire Fragrances' growth strategy. The development plan we have outlined for the distribution of the Liu Jo Beauty make-up line will consolidate and expand our presence in current markets, and will allow us to enter new markets to seize untapped opportunities,” said Natalia V. Rusanova, Board Member of Desire Fragrances Inc. “Additionally, the extension and strengthening of today's agreements with Liu Jo confirm the success of a strategic collaboration that began in 2020, which now sets even more ambitious development goals.”

The Liu Jo Beauty make-up line, Rougj x Liu Jo, will be available starting this fall at select perfumeries in Italy and various international markets. Customers will discover a range of innovative, high-quality beauty products designed to enhance individual beauty and allow for the exploration of exciting new looks.

“I am truly proud of this agreement between three Italian companies with great tradition, which will allow us to offer the international perfumery market two lines that will represent significant innovation in the specific channel. Thanks to Rougj's decades of experience in the beauty world, we have created two collections: the first is inspired by Liu Jo's signature styles, which have contributed to its success in the fashion world - Party style, Sportswear, and Casual wear - while the second is the only line that offers complete make-up looks based on the four seasons of Color Analysis,” said Antonio Pirillo, CEO and co-owner of Rougj,

“Liu Jo is consolidating its brand extension journey through partnerships with companies that have specialized expertise in design and distribution,” added Marco Marchi, CEO and founder of Liu Jo Group. “The agreement with Desire Fragrances is a source of pride for the Italian entities involved, which firmly believe in the Liu Jo brand and aim to make it a fundamental pillar of their business.”

Rougj x Liu Jo line is divided into two collections: Color Analysis and Styles.

Color Analysis is inspired by the colors of the four seasons, with warm and luminous shades for Spring, cool and light tones for Summer, cool and intense shades for Winter, and warm and darker hues for Autumn. A wide range of shades allows for the exploration and discovery of the nuances that best enhance each person's beauty based on their own color characteristics.

For the Styles collection, versatility and the selected style plays a central role: Sportswear, with high-performance make-up; Casual, with products characterized by the practicality of being worn on any occasion; and Party, designed for more refined looks and exclusive events.