

A man with dark, wavy hair and a light beard is the central figure. He is wearing a dark navy blue suit jacket over a white dress shirt, which is unbuttoned at the collar. He is looking directly at the camera with a slight, confident smile. His hands are positioned at the bottom of the jacket, as if he is about to button it. The background is a long, narrow hallway with a dark floor and walls. The lighting is dramatic, with strong highlights and deep shadows, creating a sophisticated and moody atmosphere. The overall color palette is dominated by dark blues, greys, and the white of the shirt.

CERRUTI 1881

2024 Virtual Brand Presentation 04.07.23



Brand Evolution

COTY TRANSITION

- CASH COW BRAND (COTY SHORT TERM STRATEGY)
- DISCOUNTED BRAND OUTSIDE FRANCE
- FRAGMENTED PORTFOLIO = FRAGMENTED BUSINESS

WHERE WE ARE NOW

- MAINTAINED SALES IN BRAND THROUGH PRICE ELEVATION AND BETTER CONTROL / LESS UNITS
- RATIONALIZATION OF PORTFOLIO (DISCONTINUED COTY FLANKERS)
- ELEVATED & MODERNIZED EXECUTION (360 LAUNCH PACK / OFF & ONLINE IN STORE)

WHERE ARE WE GOING

- FULL REBOOT OF THE BRAND (CORE MARKETS + NEW OPP)
- NEW CONCEPTS / NEW BRAND IDENTITY
- GROW MARKET SHARE: NEW DEMOGRAPHIC

1881 POUR HOMME

France

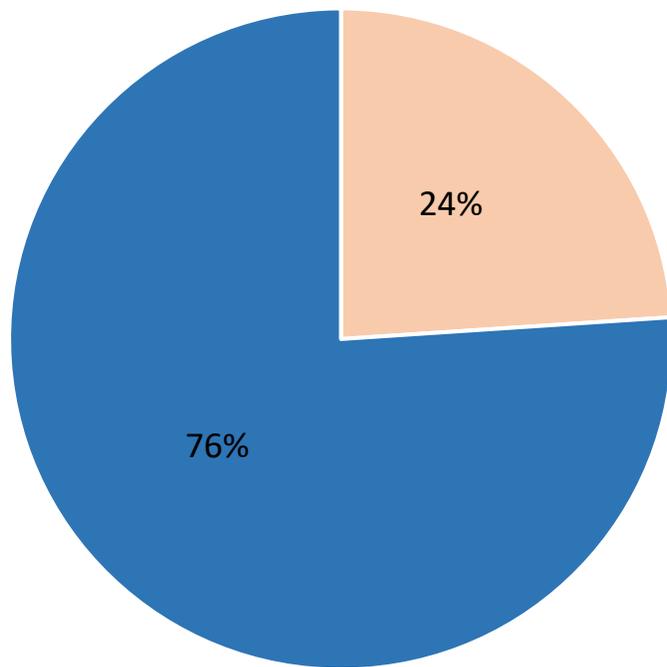
TOP 20 brand in NPD Data

NPD DATA YTD MAY 2023 FRANCE	Rank Value	Rank Units
CERRUTI POUR HOMME	25	20
CERRUTI POUR FEMME	66	61
CERRUTI TOTAL BRAND	46	42



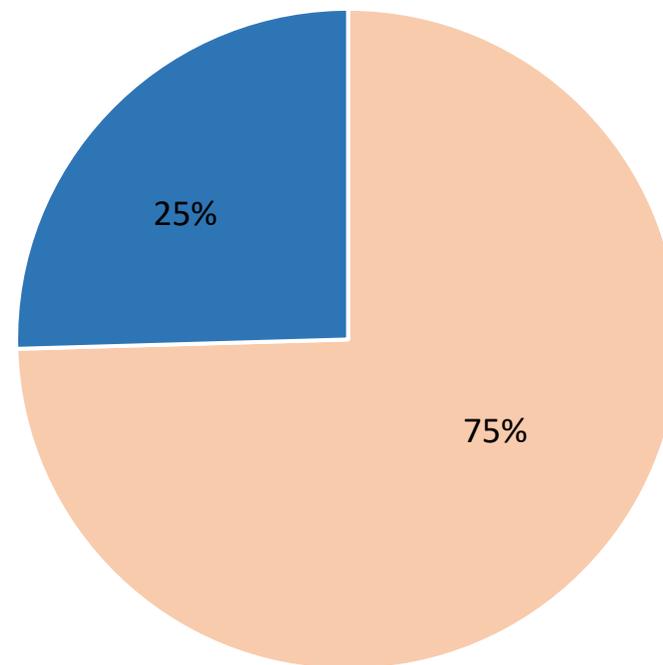
MALE / FEMALE SPLIT

FRANCE
2022



1881 Femme 1881 Homme

ROW
2022



1881 Femme 1881 Homme

INNOVATION PLAN 2020 - 2022



CLASSIC

CERRUTI 1881 POUR HOMME

Iconic since 30 years
Undisputed leader
1990



MODERNISED CLASSIC

CERRUTI 1881 SILVER

The new modern
interpretation of 1881
Pour Homme
September 2020



MODERNITY & NEWSNESS

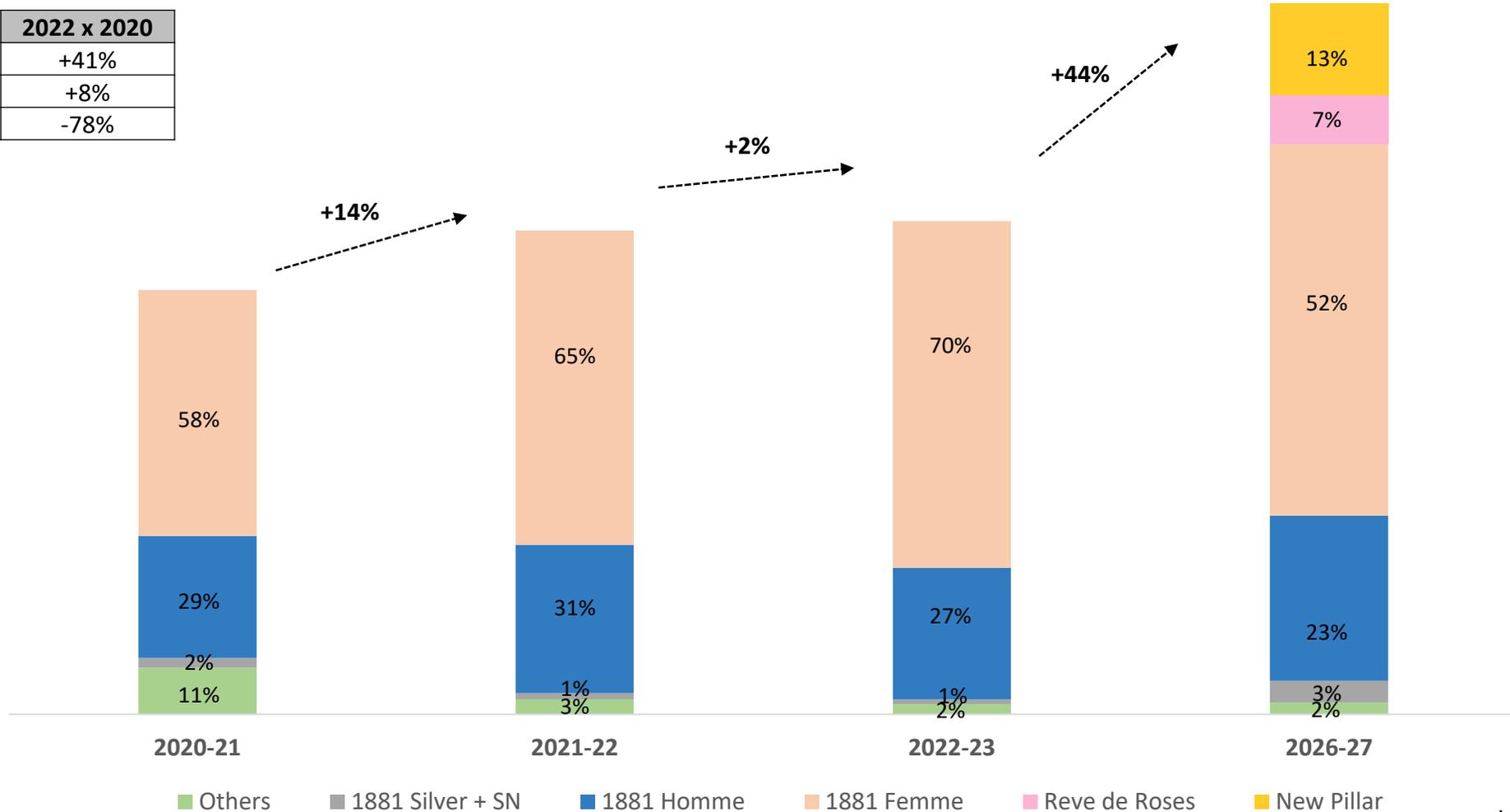
CERRUTI 1881 SILVER NIGHT

Eau de Parfum
The new Intensity
September 2022

Evolution of Total Market Sales

Universe Split – Value – Fiscal year

Universe	2022 x 2020
1881 Femme	+41%
1881 Homme	+8%
Others	-78%



*Source: Internal DP data



CERRUTI 1881
SILVER NIGHT
EAU DE PARFUM

2022



CERRUTI 1881
TRÊVE DE ROSES
EAU DE PARFUM

2023



CERRUTI 1881
NEW PILLAR
EAU DE PARFUM

2024



CERRUTI 1881
NEW PILLAR
1881
INTENSE
EAU DE

2025



CERRUTI
NEW PILLAR
1881
EAU DE

2026

INNOVATION PLAN 2022 - 2026 GIRL

**NEW
PILLAR
2024**

**TO BE REVEALED IN
CANNES**

CERRUTI 1881

BRAND POSITIONING - France



**URBAN &
ACHIEVER**

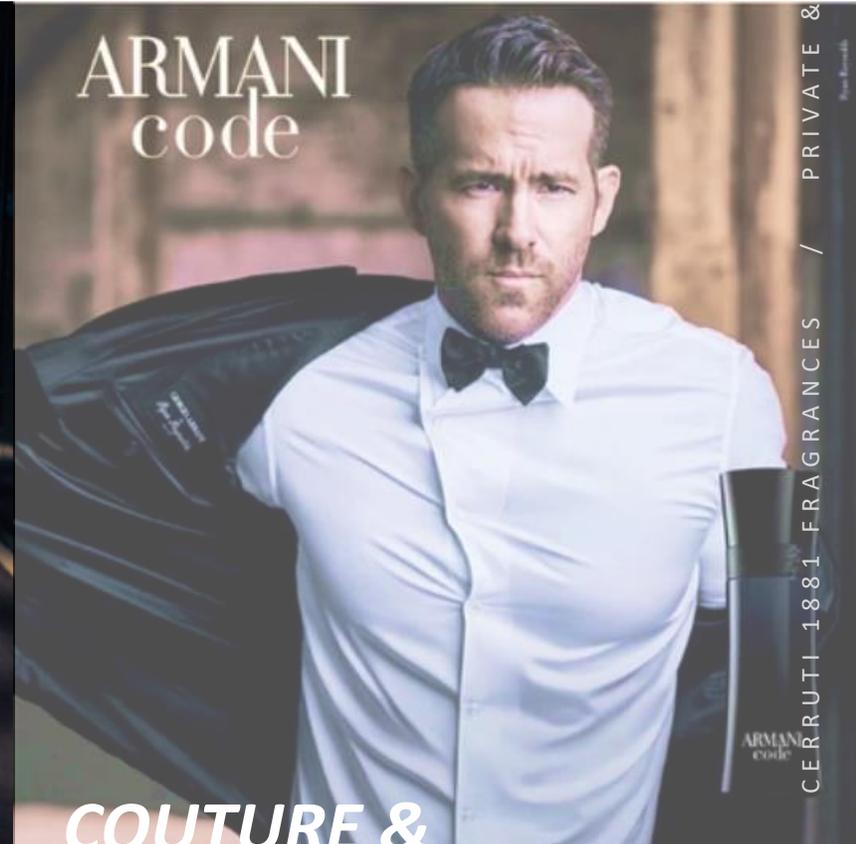
€82.00 / 100ML EDT

CERRUTI 1881



**MODERN &
PREMIUM LIFESTYLE**

€86.00 / 100ML EDT



**COULTURE &
TIMELESS**

€89.00 / 100ML EDT

BRAND POSITIONING – other markets



1881 & SILVER

DISCOUNTED BUT TRY TO ELEVATE STEP BY STEP

CERRUTI 1881



**NEW PILLAR
FULL PRICE EVERYWHERE
€72.00 50ml / €96.00 100ML EDP**

CLASSIC RANGE



CERRUTI 1881 POUR HOMME

Iconic since 30 years.
Undisputed leader

CERRUTI 1881



CERRUTI 1881 POUR FEMME

65% of the brand's
revenue.
New rejuvenated assets
(2021)



CERRUTI 1881 SILVER

The new modern
interpretation
Bridge towards 2023

CERRUTI 1881 SILVER NIGHT EDP

BUILD UP & DEFEND

Continue to
BUILD DESIRABILITY
at all levels (in store / online / media)

DEFEND our strongholds

ELEVATE price

2022 - 2023

CERRUTI 1881

CERRUTI 1881 RÊVE DE ROSES EDP

NEW CERRUTI MASTER FRANCHISE

CONQUER & ACCELERATE

GROW the new Icons
(male / female)

Become a
RELEVANT & SOLID player
for the young consumers

2024 - 2026



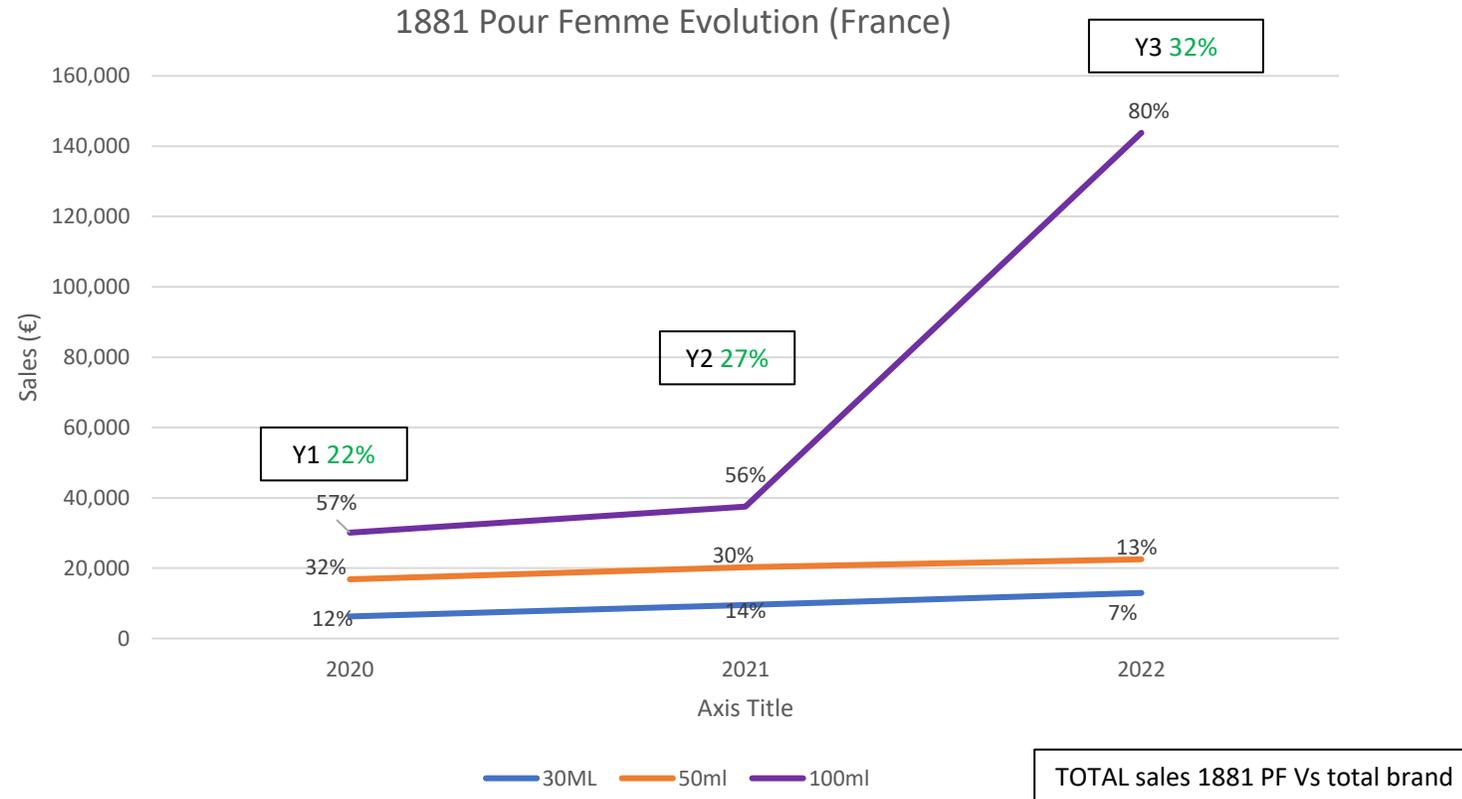
CERRUTI 1881

Rêve de Roses

LA NOUVELLE SENSUALITÉ

AVAILABILITY IN WAREHOUSE: AUGUST 2023

1881 POUR FEMME SALES EVOLUTION



The sales of 1881 Pour Femme universe shows a constant growth year after year since 2020 (new assets and repetition of media investment), despite it's the same juice / offer.

There is thus a pocket of growth with a new product launch to keep growing our female portfolio.

1881 POUR FEMME EAU DE PARFUM

EXPAND

MODERNISE

INDUSTRY TRENDS:

95% OF TOP 30 PERFUMES IN FRANCE & UK WERE EAU DE PARFUM IN 2021*

80% OF TOP SELLER WERE EAU DE PARFUM IN 2021*

DEMOGRAPHIC: FEMALE 35+ YO

KEY MARKETS: EUROPE, UK, MIDDLE EAST

* NPD FRANCE & UK YTD 2021

*YTD 2021 NPD EUROPE DATA

INNOVATION PLAN 2023 - 2025



*CERRUTI 1881
POUR FEMME*

Eau de Toilette

65% of the brand's revenue

**1995 – 2021 (Rejuvenated
Assets)**



*CERRUTI 1881
RÊVE DE ROSES*

Eau de Parfum

The New Sensuality

August 2023



*CERRUTI 1881
POUR FEMME INTENSE*

Eau de Parfum Intense

Celebrating 30th Anniversary LTD Ed

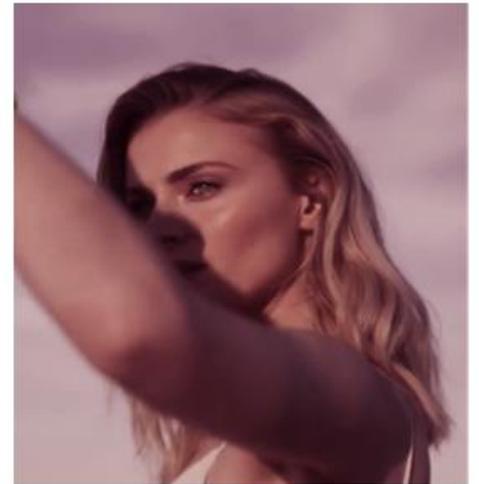
2025

THE INTENSE SENSUALITY EAU DE PARFUM

**A NEW VIBRANT &
INTENSE UNIVERSE.**

**ENCAPSULATING A NEW
RADIANT FEMININITY .**

**A NEW FRAGRANCE
COMBINING A UNIQUE
BLEND OF ROSES WITH
SENSUAL WOODY NOTES.**



RADIANT. SENSUAL. INTENSE



CERRUTI 1881

Rêve de Roses

BOTTLE & CARTON

BOTTLE

Metallised gold with slight transparency, showing pink juice

CAP

Satin gold

JUICE

Pink colour in line with the carton



Eau de Parfum
50 & 100ml

CARTON

Satin gold all over base with a gloss faded border on front face.

Pink metallic glow behind 1881 logo

Embossed gold gloss 1881 logo

Debossed CERRUTI 1881 in white and printed Rêve de Roses name in gold

THE FRAGRANCE E

Givaudan®

Louise Turner
Master Perfumer

Eau de Parfum

FLORAL ROSE FRUITY



*Bergamot Oil Italy | Natural & Responsibly Sourced
Pink Peppercorn Orpur | Responsibly Sourced*

*Rose Water Natsource Orpur | Upcycled
Rose Absolute Orpur
Jasmine Petals Accord
Petalia
Rosyfolia*

*Akigalawood | Upcycled
Cedarwood Oil Orpur | Natural
Sandalwood*

CERRUTI 1881

THE PERFUMER



NEW-YORK PARIS DUBAI
MUMBAI SINGAPORE SHANGHAI
SAO PAULO

Givaudan

FINE FRAGRANCES CREATIVE TEAM

MEET *Louise Turner*

ABOUT BEING A PERFUMER

Celebrating the generosity of nature

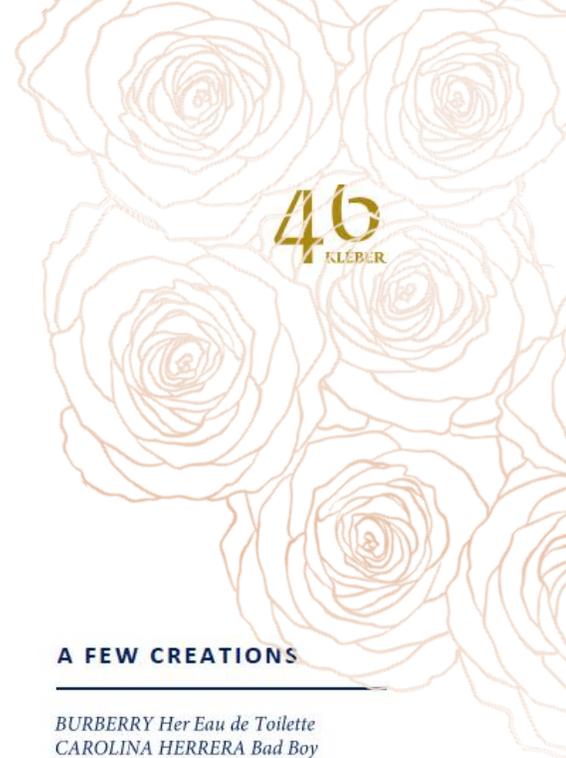


What was Louise Turner's first source of inspiration? Nature, in all its diversity and generosity, the nature in the gardens of her childhood in Kent, with the fragrances of wisteria and honeysuckle, and the vegetables she now grows in her country home. Louise has always had a great olfactory sensitivity, and remains fascinated by the sense of smell, *"that sense that remains mysterious"*, and by the discoveries that the creative process reserves. She is known for her ability to chisel floral notes, and particularly likes working with Sambac Jasminum, with its pure, limpid white flower nuances. Also among her favourites are ambrette seeds, *"so elegant"*, and Akigalawood, *"a Givaudan captive, which contributes an incredible vibration"*. These resources enable her to dream up perfumes *"which tell a totally new story, cry out to be worn, and affect those who wear them"*.

A FEW CREATIONS

BURBERRY Her Eau de Toilette
CAROLINA HERRERA Bad Boy
CAROLINA HERRERA Good Girl
Collection
CHLOE Atelier des Fleurs (Jasminus
Sambac & Magnolia Alba)
DIOR Miss Dior Blooming Bouquet
DRIES VAN NOTEN Raving Rose
HUGO BOSS Boss the scent for her
Collection
JIMMY CHOO I Want Choo
KATE SPADE Sparkle or JLO Glow -> to
check with Sales
KENZO Aqua Kenzo for her
LA PERLA Signature
LIQUIDES IMAGINAIRES Bête Blanche
MUGLER Angel Nova, Angel Edt
REPLICA Lazy Sunday Morning
ROBERTO CAVALLI Signature &
Paradiso Collection

46
KLÉBER



RETAIL PRICE RECOMMENDATION



CERRUTI 1881 POUR FEMME
Eau de Toilette

€103.00 – 100ml
€76.00 – 50ml



CERRUTI 1881 POUR FEMME
Eau de Parfum

€113.00 – 100ml
€84.00 – 50ml
+10% vs EDT



**YSL
LIBRE**
Eau de Parfum
+10% vs EDT



**LANCOME
LA VIE EST BELLE**
Eau de Parfum
+13% vs EDT

#CERRUTTI1881 | CERRUTTI1881PARFUMANCE.COM

LAUNCH PACKAGE

CERRUTI 1881

Rive de Roses

LA NOUVELLE SENSUALITÉ



EAU DE PARFUM



TESTER 100ML
EDP



SCENTED CARDS



VIAL CARD



GWP
POUCH



9.5ML GWP PURSE SPRAY

SEPTEMBER 2023

PRINTED MAGAZINES



Influencers Plan



DIGITAL BANNERS



YOUTUBE GOOGLE ADWORDS



Awareness

Boost visibility

National reach With scented card insertion.

National campaign. Near the best Sephora stores.

NATIVE ADS SOCIAL ADS EMAILING



Drive To Store/ Web

OOH





CERRUTI 1881
SILVER NIGHT

AVAILABILITY IN WAREHOUSE: MARCH 2024

A dark, moody advertisement for Cerruti 1881 Silver Night perfume. The background is a deep, textured blue with vertical lines. In the center, two perfume bottles are visible, one on the left and one on the right, both with silver caps and textured glass bodies. The text 'CERRUTI 1881' is prominently displayed in white, bold, uppercase letters, with 'SILVER NIGHT' in smaller white, uppercase letters below it. The lighting is dramatic, highlighting the metallic caps and the intricate textures of the glass bottles.

CERRUTI 1881
SILVER NIGHT

INNOVATION PLAN 2020 - 2022



CERRUTI 1881 POUR HOMME

Iconic since 30 years
Undisputed leader
1990



CERRUTI 1881 SILVER

The new modern
interpretation of 1881
Pour Homme
September 2020



CERRUTI 1881 SILVER NIGHT

Eau de Parfum
The new Intensity
September 2022

BOTTLE & CARTON

BOTTLE

Satin metallic Midnight Blue

CAP

Matte metallic Silver

LOGO

Addition of **SILVER NIGHT**
on second side



CARTON

Matte Midnight blue
textured paper

Embossed Satin Silver
1881 logo

Satin Silver Logo & Text

CERRUTI 1881

Eau de Parfum
50 & 100ml

RRP €70/ €95 +3% vs Pour Homme EDT

OLFACTIVE NOTES

CERRUTI 1881 SILVER NIGHT EAU DE PARFUM

iff

WOODY AROMATIC SPICY

A FRAGRANCE OF SPICY WARMNESS, FRESHNESS & SENSUALITY.

Magnetic – Intense – Sensual



YUZYA & PIMENTO BERRY

Sparkling Freshness & Spicy Warmness

ROSEMARY & JASMINE

Aromatic

OAKWOOD & LABDANUM

Liquorous Woody

CERRUTI 1881

1881 PORTFOLIO ARCHITECTURE

CERRUTI 1881
POUR HOMME



Eau De Toilette

Fresh. Iconic. Timeless.

An iconic fragrance that blends freedom with pure masculine elegance.

CERRUTI 1881
SILVER



Eau De Toilette

Vibrant. Fresh. Sensual.

A new, thoroughly modern interpretation of the iconic Cerruti 1881.

CERRUTI 1881
SILVER NIGHT



Eau De Parfum

Magnetic. Intense. Sensual.

A new intensity, the ultimate essence of sensuality & seduction.

FRESH
classic

INTENS
E
modern



COLUMN



GLORIFIER



OUTER SLEEVES FOR LAUNCH



TESTER 100ML EDP



VIAL CARD EDP



SCENTED CARDS



WATER BOTTLE



10ML SPRAY PEN

IN STORE ACTIVATION HALF MOON/ COLUMN

NOOCIBÉ
LA BEAUTÉ PARTAGÉE



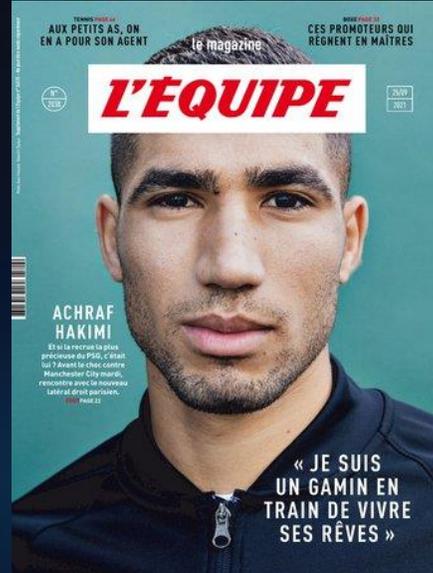
CERRUTI 1881

SEPTEMBER

2022

PRINTED MAGAZINES

OOH



3 WEEKS
20 malls

164 screens
Near Marionnaud &
Nocibe stores

100,000+ scented cards inserted in
GQ and L'Équipe magazines.
National reach.
Xxx circulation

DIGITAL

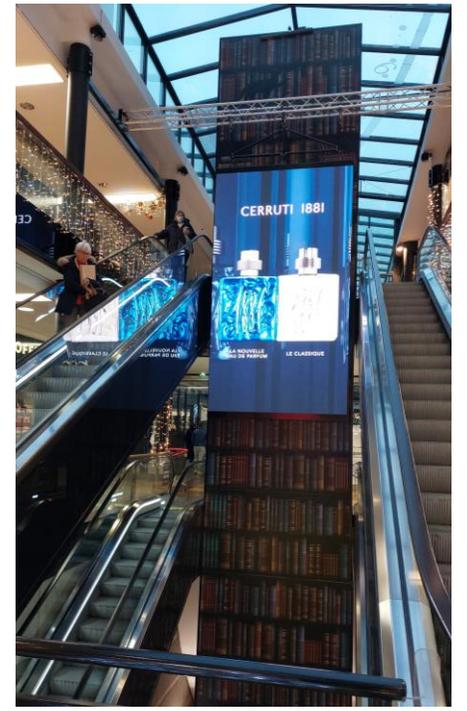


FACEBOOK & INSTAGRAM ADS



Awareness & Try

Drive To Store & Conversion



ANCILLARIES / GIFT SETS

Available Now



Deodorant Stick 75ml



Deodorant Spray 150ml

Available August 2023



EDT 50ml
Body Lotion 75ml



EDT 100ml
Deodorant Spray 150ml

Extended product offering, establish and maintain
brand presence

**NEW
PILLAR
2024**

**MORE
ON THE
HORIZON....**

CERRUTI 1881

NEW PILLAR 2024



NEW PILLAR LAUNCH

STRATEGY:

- SHIFT THE BRAND FROM CLASSIC TO MODERN DISRUPTIVE BRAND
- PREPARE STRATEGY, LOCAL MARKET EXECUTION CAPABILITIES and P&L for new pillar launch in selective channels

FRANCE – STRONG BRAND POSITIONING

REQUIRES POINT OF DIFFERENCE WITH CLASSIC LAUNCH APPROACH:

- Current 1881 demographic over 50 and located outside big cities
> recruit demo under 40, located more in big cities
- WINNING BOTTLE DESIGN
- KEY VISUAL ASSETS (USED ON RETAILER'S WEBSITES, SOCIAL MEDIA)
- IMMERSIVE IN-STORE LAUNCH EVENT
- INFLUENCER MARKETING
- ELEVATING CONSUMER EXPERIENCE : DIGITAL GAMING APPROACH, ENGAGE WITH



CERRUTI 1881
SILVER NIGHT
EAU DE PARFUM

2022



CERRUTI 1881
RÊVE DE ROSES
EAU DE PARFUM

2023



CERRUTI 1881
NEW PILLAR
EAU DE PARFUM

2024



CERRUTI 1881
NEW PILLAR
1881
INTENSE

2025



CERRUTI
NEW PILLAR
1881
FEMME

2026

INNOVATION PLAN 2022 - 2026

CERRUTI 1881

