

Luxury men's fashion brand Zilli diversifies into fragrances

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The House of Zilli, founded in 1965 in Lyon by President Alain Schimel, has sealed a deal with Paris-based company CBI (Création Beauté International) to create a Zilli perfume collection. It was revealed last night at a cocktail event in Cannes at the Zilli boutique.

“Working with Zilli is a wonderful adventure for us, full of challenges,” said CBI Founder Hervé Jossierand. “This collection requires real strength in the writing and a feeling for subtle contrasts, in keeping with the Zilli (fashion) silhouette. We are leaning towards warm amber notes, which call to mind the leather and hides that are so emblematic of the house.”



Zilli Image and PR Director Alexandra Schimel-Fila gave The Moodie Davitt Report a sneak preview of its fragrance trio

Zilli Managing Director Laurent Schimel added: “Our clients were expecting this collection of perfumes but nevertheless the house took the time to do things properly, as always. We are at the beginning of the creative process, but it is already extremely promising. We are impatient to unveil our fragrances next spring.”

Each fragrance in the olfactive trio is made from “the finest natural products and latest generation molecules” and will be ready for delivered in February 2020, with travel retail following in March 2020 at the earliest. They are priced at €120/100ml.



Over time, Zilli has developed a complete luxury menswear wardrobe, from shirts to leather goods, belts, knitwear, jeans, shoes, suits, and eyewear. The company’s products stand apart because of their use of rare hides, exceptional fabrics and fine craftsmanship. In terms of international development, Zilli has expanded to 64 outlets around the world and remains an independent family business.

CBI has several fragrances under licence including Première Note, La Manufacture and Chantal Thomass.