

# Coty announces licensing agreement with David & Victoria Beckham

Coty Inc., one of the world's leading beauty companies, announced the signing of a global licensing agreement with David and Victoria Beckham, Wednesday 4 March. Under the terms of the license, Coty Beauty will develop and market a Beckham Beauty House - including fragrances and ancillary products under each of the couple's names.

The first fragrance line under David Beckham's name will be launched this Fall in selected European markets before being progressively rolled out in Asia, the UK, and the US. This fragrance will be available in South Africa in October this year.

"We are really thrilled to be launching a fragrance in conjunction with a celebrity with a following as strong as that which David Beckham enjoys. Celebrity fragrances have proved to be very popular in South Africa and we are confident that this launch will lead to much excitement in the market," says Chantal Morris, brand manager in SA for the new Beckham fragrance.

"David Beckham is a fascinating personality as the first male celebrity who has succeeded in crossing the borders of sport and fashion. Indeed, as England football team captain and Real Madrid player, David Beckham is arguably one of the most famous footballers ever, while his own strong bold fashion style gives him a universal appeal that is a truly global phenomenon," said Bernd Beetz, CEO of Coty Inc. "He and his wife, Victoria are going to be a very exciting couple for us to work with. This will be the first time that we have created fragrances with a couple and with a male celebrity. The Beckhams embody many of the star qualities that we seek in our brands and as a company."

David Beckham recently announced the launch of a new line of leisurewear from his sponsor, adidas, (also a Coty licensor), and has said of the project, "I am pleased to be working with Coty. They have a strong reputation and I am looking forward to collaborating with them in the future."

Steve Mormorris, Senior Vice President International Marketing of Coty Beauty Europe said of the first launch, "This is a first step in a series of products and in the development of a partnership which is very exciting for us. We know that we can create relevant, luxury beauty houses with David and Victoria as the world's favorite couple. David, with his incredible athletic talent combined with his unique glamour and style, has become a strong aspirational model for the young generation and is therefore an ideal male celebrity to launch his own fragrance brand."

Financial terms of the agreement were not disclosed.

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