

Interparfums Ends Rochas Fashion Line

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Interparfums, owner of Rochas since 2015, has stopped Rochas's fashion division. Meanwhile, Rochas's ready-to-wear collections will cease operation.

The fashion arm was brought in-house only in 2023.

Designer Frame: Alessandro Vigilante

Alessandro Vigilante has been artistic director since 2024. He led Rochas fashion through its short stint under Interparfums.

Vigilante was applauded for interpreting Rochas's DNA. Interparfums discontinues Rochas's ready-to-wear collections to refocus on prestige perfumes and cosmetics. Alessandro Vigilante praised.

Refocus to Core Strengths

With fashion ending, Interparfums aims to refocus exclusively. Its core business: prestige perfumes and cosmetics. They emphasised products, licensing, and fragrance distribution. CEO Philippe Bénacin expressed pride in Rochas's legacy. He thanked supporters and Vigilante for their creative contributions. Rochas, he said, is known for bold femininity and timeless style.

Implications & Reaction

The decision highlights challenges for luxury brands selling fashion. Also, it shows Interparfums's prioritisation of fragrances over apparel.

Collectors and fashion watchers will see this as closing a chapter. Meanwhile, the fate of existing designs and staff remains to be seen.

Thus, Rochas no longer offers ready-to-wear lines under Interparfums. Instead, it returns to its roots in fragrance and beauty.

While fashion lovers might mourn the closure, the brand focuses on what defines it.

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