



SOCIÉTÉ PARISIENNE
DE PARFUMS & COSMÉTIQUES
SPPC DEPUIS 1989

PRESS RELEASE

PARIS, June 28th, 2021: SPPC unveils a new identity aimed at reshaping its image and strengthening its development.

The overhaul of SPPC identity includes a new logo, charter and website, all combined with a new Parisian address. It aims at illustrating the transformation initiated almost a year ago, and the beginning of a new chapter. It is also committed to make new offers to different market segments, with the launch of some new products in 2021 and other new brands to come in 2022.

A new, simple and efficient logo, that gives its entity a more universal and international color.

-A more readable & warmer corporate brand:

“As SPPC begins a new chapter, and as part of our strategic orientation, we were committed to changing our image and identity. This is part of the continuity of our DNA, and it represents an important step in our development. While our new logo reaffirms our values and positioning, our signature puts creativity and innovation back at the heart of our core business as fragrance editors” explains Mr. Fawaz, General Manager of SPPC.

-A more modern & graphic identity:

The logo, the monogram, the graphic charter and the packaging, all have been reviewed through the prism of this new identity, which echoes the DNA of the House and its ability to combine heritage and innovation.

➤ **The logo & the baseline :**

Without breaking away from its past, and while building on its experience and its savoir-faire, this new logo combines elegance and sobriety while being resolutely part of modernity.

SPPC drew on its DNA to create this new logo. **Paris Bleu** is giving way to the benefit of **Société Parisienne de Parfums & Cosmétiques** which returns to the front stage in order to give meaning to the brand, while the 4 letters of the initials remain present in the baseline in a more subtle way alongside the date of the creation of the company as a nod to its heritage.

➤ **The monogram :**

It is a strong, statutory and timeless piece which is an integral part of the logo. The entanglement of the initials (SPPC) has been worked to create an abstract pattern that is structured but also round and soft. Strength and simplicity, a logo like a signature.

➤ **The color palette:**

The choice of warm colors (blush, coral, nude, cream) represents a company full of freshness and optimism. It also anchors the company in a more cosmetic universe, but also in a genderless, dynamic and modern tone. The work carried out around the coral comes to revitalize the brand. Nevertheless, the palette remains soft and sober capable of adapting to different brand platforms, and thus making it possible for these different atmospheres to coexist.

➤ **Typography :**

The choice of typography lays on a sans-serif font for a more stable intergenerational feel. It is sober, modern, and it emphasizes a delicate and statutory aspect.

This new visual identity is already being used in all communication tools, and shall be gradually rolled out on social networks as well as on the new website by September.

-A harmonized product offer:

A new architecture of the offer is also emerging with 2 main brands:

CYRUS for men fragrances and SISTELLE for women fragrances:



SPPC has renewed and refined the graphic codes of its packaging while modernizing the logos of these 2 platforms. Other brands will be added to the offer in 2022.

-A new website:

A new domain name will replace the actual one: www.sppccparfums.com

Branded in the new SPPC colors, it offers a clearer design and presentation of the products.

-New office location:

From June 30th 2021, SPPC moves to its new Parisian premises located in the Golden Triangle at 130 rue de Courcelles, 75017 Paris

ABOUT SPPC

Founded in 1989, the SPPC company is located in the heart of Paris, the historical capital of the French art of living. It takes its inspiration from there to create fragrances that go around the world, charm with their personalities, their olfactory compositions and their designs.

The perfumes ensure excellence of the manufacturing process, produced in Honfleur, Normandy, at the company's own production site: COSMOLUXE.

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