

Press Release

NOBILIS GROUP further expands its portfolio with Exclusive Distribution of AVIATOR Fragrances in the D-A-CH Region

Wiesbaden, May 2025 - NOBILIS GROUP, the leading, independent and family-owned beauty distributor and service partner in the DACH region, announces its exclusive distribution partnership for the AVIATOR fragrance collection.

The partnership is in conjunction with the Aviator fragrance global master licensee CRM in the UK, previous licensees of Sarah Jessica Parker fragrances, and coordinated by Stuart McGuire from JNS Brand Management.

The AVIATOR fragrance collection will be launched in October 2025, offering a sophisticated blend of timeless elegance and modern luxury.

The AVIATOR brand captures the very essence of exploration, a longing for discovery that has inspired adventurers, aviators, and dreamers throughout history. The new collection of signature fragrances is a homage to those who dare to dream big, conquer new horizons, and chase their passions with determination: Aviator Energy and Aviator Wingspeed.

The collection seamlessly blends the essence of classic perfumery with contemporary refinement, inviting consumers to indulge their senses and rediscover the art of fragrance. The fragrances are crafted with the same meticulous attention to detail that defines the AVIATOR iconic timepieces. A captivating new set of three fragrances for men that pays homage to the spirit of travel, exploration and aviation.

Aviator's bottle is designed with clean lines and a modern aesthetic. This mirrors the sleek lines of vintage aviation design. The cap in three colours with the embossed logo is a testament to the brand's passion for aviation and class. The carton's finish evokes the opulence of travel, reminiscent of the finest materials used in aviation.

With this exclusive partnership, NOBILIS GROUP continues to expand its prestigious portfolio, reinforcing its commitment to bringing exceptional fragrance experiences to consumers in the D-A-CH region.

Commenting on the partnership McGuire said: "We are thrilled to be working with such a prestigious distribution company as NOBILIS GROUP and we are excited to build the partnership and sales together. Aviator is a proven brand and the expansion into fragrances is the next step to developing a true Lifestyle icon. Thank you to NOBILIS GROUP and CRM for their confidence in the brand and the excellent development."

About AVIATOR:

Founded in 2000 as an affordable luxury watch brand, AVIATOR encapsulates the excitement and allure of aviation, exploration, and travel. Focused on craftsmanship, quality, and design, each AVIATOR timepiece is handcrafted in the Jura Mountains of Switzerland.

With a presence in 32 countries, including Switzerland, Austria, and Germany, AVIATOR has established itself as a leading brand in selective distribution. Offering a diverse range of timepieces, leather goods, sunglasses, and accessories, AVIATOR has become a top-selling brand across global airlines, cementing its status as a leader in in-flight retail.

Building on its strong global brand presence and commercial success, AVIATOR expanded into the world of fragrances in 2024.

About NOBILIS GROUP:

NOBILIS GROUP, the leading, independent and owner-managed beauty distributor in the DACH region, has stood for quality, innovation and sustainable value creation in the beauty industry for over 30 years. The company's core expertise lies in the development of strategic partnerships, customised solutions, outstanding industry know-how and excellent relationship management.

The corporate culture of the NOBILIS GROUP is characterised by a strong focus on employees and actively supports innovative and entrepreneurial action, in the conviction that committed and satisfied employees are the key to success. The NOBILIS GROUP focuses on future-oriented growth in all segments and also enjoys a strong international reputation. With an impressive success story, the company is shaping the beauty industry as an important driving force in the market in line with its guiding principle: NOBILIS GROUP - WE MAKE BEAUTY PERFORM

CONTACT

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