

Press Release

NOBILIS GROUP Expands Partnership with Xerjoff and Casamorati and Assumes Exclusive Distribution Rights for the DACH and BENELUX Regions

Wiesbaden, August 2026 – NOBILIS GROUP, Europe's leading independent, owner-managed beauty distributor and service partner, is expanding its partnership with the Italian luxury fragrance brand Xerjoff: Following its acquisition of exclusive distribution rights in the **BENELUX region**, the NOBILIS GROUP is now also assuming exclusive distribution of the **Xerjoff** and **Casamorati** brands in **Germany, Austria, and Switzerland**, effective immediately. As a result, the company will be responsible for distribution in these strategically important European markets going forward. Xerjoff stands for the art of luxury perfumery, combining tradition and innovation. Through the use of high-quality ingredients and state-of-the-art techniques, the brand creates fragrances whose structures, intensity, and sophistication set new standards.

Sergio Momo, founder and CEO of Xerjoff, explains: "With the NOBILIS GROUP, we have gained a highly established partner that shares our brand values. This collaboration represents an important milestone in further solidifying our position in Europe and advancing our vision of exclusive, contemporary fragrance creations."

"The fact that, following the BENELUX region, we are now also taking on distribution responsibility for Germany, Austria, and Switzerland underscores the trust that Xerjoff places in our expertise. Xerjoff and Casamorati enrich our portfolio as brands that stand for uncompromising quality, creative excellence, and exclusivity. Together, we see great potential to position the brands sustainably in the market and to further establish their unique creations in a targeted manner," said Udo Heuser, CEO | Managing Partner of the NOBILIS GROUP.

By taking over exclusive distribution in the DACH and BENELUX regions, the NOBILIS GROUP is further expanding its leading position in the luxury niche segment as well as its role as a leading partner for international fragrance brands in Europe.

About Xerjoff

Xerjoff is a luxury fragrance brand that interprets the art of perfumery at the highest level, uniquely blending tradition and innovation. As an expression of modern excellence, Xerjoff combines exquisite, rare ingredients with unique composition techniques, resulting in multifaceted and expressive perfumes. The creations are characterized by their depth, intensity, and structure, while simultaneously setting new standards in the world of niche perfumery. With an unmistakable commitment to quality, aesthetics, and individuality, Xerjoff embodies timeless elegance and a visionary fragrance culture.

About the NOBILIS GROUP

The NOBILIS GROUP, Europe's leading independent, owner-managed beauty distributor, has stood for quality, innovation, and sustainable value creation in the beauty industry for over 30 years. The company's core competencies lie in building strategic partnerships, providing tailored solutions, offering outstanding industry expertise, and maintaining excellent relationship management. The NOBILIS GROUP's corporate culture is characterized by a strong focus on employees and actively supports innovative and entrepreneurial initiatives, based on the conviction that committed and satisfied employees are the key to success. The NOBILIS GROUP is committed to future-oriented growth across all segments and enjoys a strong reputation internationally. With an impressive track record, the company shapes the beauty industry as a key driver of innovation in the market, in line with its guiding principle: NOBILIS GROUP - WE MAKE BEAUTY PERFORM

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