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Introducing the First Nine West Fragrance

NEW YORK – October 26, 2011 – The Jones Group, Inc. (“Jones”) (NYSE: JNY) announces the launch of Love Fury, the first fragrance from Nine West. A woman’s craving and insatiable desire for fashion and obsession for shoes is matched only by her addiction to fragrance. As an established leader in fashion footwear, Nine West will take an important step by introducing the Love Fury fragrance and specially designed Love Fury pump, illustrating the parallel synergy of footwear and fragrance as powerful weapons of attraction.

“We are very proud of Love Fury, our first collaboration with, and signature fragrance from, Nine West. Love Fury is for the woman who loves the privileges of being a woman, from wearing high heeled pumps to using fragrance’s power to seduce. The Love Fury woman is sexy and passionate, but above all, once noticed, she is not easily forgotten.” – Jean Madar, Chairman and CEO of Inter Parfums, Inc. (NASDAQ GS: IPAR)

The heel is what makes a shoe; it gives the height, the edge, the curve, the look, the style, the attitude. Inspired by the idea of a “killer” heel breaking through the glass, the bottle top design is rich lacquered black, like an ultra-glamorous, varnished stiletto. It is iconic, pure and timeless. The glass is heavy and pure like crystal, in a classic shape, square and stable with beveled edges. To balance out the aggression of the heel topper, the fragrance contained in the bottle comes across as feminine, light and sensual, nude in color with pink undertones.

“After more than 30 years, Nine West is still the destination for fashion footwear and fragrance is simply the next level of brand ascendancy. There is a strong connection between the seductive statement that a woman makes with her shoes and fragrance, as both are seen as ultimate weapons of attraction. Love Fury successfully captures the passion and addiction of the Nine West consumer.” – Fred Allard, Creative Director of Nine West

The fragrance is a seductive elixir of fresh fruits, lush florals, warm woods and addictive amber. It is contagious, intoxicating, mysterious and sexy. Working exclusively with Firmenich, the largest privately-owned company in the perfume business, Nine West set out to create a true signature fragrance, a scented statement for the woman wearing it. She makes her entrance with her shoes and when she leaves her fragrance leaves a trail behind, her presence lingers in the air.

“We are looking forward to the launch of Love Fury from Nine West. As a brand, Nine West is a consistent performer with great consumer appeal, and Love Fury will be a fresh, new extension for this customer within Macy’s fragrance portfolio.” – Muriel Gonzalez, Executive Vice President, Cosmetics, Fragrances and Footwear at Macy’s

Tying back to the heritage of the Nine West brand, the Love Fury launch will include a specially designed Love Fury branded pump, a platform, pointed toe style available in black satin and an array of other colors and fabrications.

The Collection

Eau de Parfum

3.4 fl oz / 100mL \$55.00

1.7 fl oz / 50mL \$45.00

0.3 fl oz / 10mL (rollerball) \$18.00

Body Lotion

6.0 fl oz / 175mL \$18.00

Footwear

Love Fury Pump \$89.00

Availability

Starting mid January 2012 at select Nine West retail stores both in the US and internationally, Ninewest.com, select Macy’s retail stores and Macys.com

About The Jones Group Inc.

The Jones Group Inc. (www.jonesgroupinc.com) is a leading global designer, marketer and wholesaler of over 35 brands with best-in-class product expertise across five divisions: apparel, footwear, jeanswear, jewelry and handbags. The Jones Group has a reputation for innovation, excellence in product quality and value, operational execution and talent. The Company also markets directly to consumers through branded specialty retail and outlet stores and through its e-commerce sites.

The Company’s internationally recognized brands and licensing agreements (L) include: Nine West, Jones New York, Anne Klein, Kurt Geiger, Rachel Roy (L), Robert Rodriguez, Robbi & Nikki, Stuart Weitzman, B Brian Atwood (L), KG by Kurt Geiger, Boutique 9, Easy Spirit, Carvela, Gloria Vanderbilt, I.e.i., Bandolino, Enzo Angiolini, Nine & Co., GLO, Joan & David, Miss KG, Jones Wear, Andrew Marc/Marc Moto (L), Kasper, Energie, Evan-Picone, Le Suit, Mootsies Tootsies, Grane, Erika, Napier, Jessica Simpson (L), Dockers (L), Sam & Libby, Givenchy (L), Judith Jack, Albert Nipon and Pappagallo.

About Inter Parfums, Inc.

Inter Parfums, Inc. develops, manufactures and distributes prestige perfumes and cosmetics as the exclusive worldwide licensee for Burberry, Van Cleef & Arpels, Jimmy Choo, Paul Smith, Montblanc, S.T. Dupont and Boucheron. Inter Parfums, Inc. also owns Lanvin Perfumes and Nickel, a men’s skin care company. It also produces personal care products for specialty retailers under exclusive agreements for Gap, Banana Republic, Brooks Brothers, bebe, Betsey Johnson, Nine West and Lane Bryant brands. In addition, Inter Parfums produces and supplies mass market fragrances and fragrance related products. Inter Parfums, Inc.’s products are sold in over 120 countries worldwide.