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Top-Rated Designer Rebecca Minkoff Renews License with The PCA Group for Worldwide Distribution of her Fragrance Line

New York, NY – The PCA Group – a worldwide leader in the beauty industry and recognized as the prominent source for licensing and distribution – is continuing its license with top-rated designer **Rebecca Minkoff** for worldwide distribution of her fragrance line. Minkoff's product is already being sold rapidly at high-end department stores such as Bloomingdale's, Saks and Nordstrom.

The PCA Group maintains the responsibility of working with Rebecca Minkoff for worldwide distribution as well as licensing and manufacturing. This is done via its vertically integrated powerhouse that distributes to multiple channels quickly, efficiently, and accurately from the over 1.5 million cubic feet negative energy warehouse distribution facility that is completely solar powered.

"We're thrilled to continue our relationship with one of the leading designers in the beauty industry," said The PCA Group President Piyush Golia. "Rebecca Minkoff has always had a great message attached to her brand, and it's something we were behind from day one."

After taking a leap of faith into the world of designing, Rebecca Minkoff decided to experiment with fragrance. She wanted to encapsulate what it means to be confident and look and feel like yourself, not the masses. *Rebecca Minkoff Eau de Parfum* is for the woman of "now," who cares about the world around her. Her signature scent is vegan, as well as gluten and cruelty free.

"When I decided to launch a fragrance, I wanted it to be for women, and wanted them to feel empowered and elevated wearing it," said Rebecca Minkoff. "The PCA Group continues to help me accomplish that. Their reputation with other designers speaks for itself, and they continually help me reach my goals for this era of my career," said Minkoff.

The PCA Group was founded in 1993 with a mission to be a global leader in the beauty industry. Three decades later it exploded into a \$700+ million dollar enterprise. With over 2,000 employees, the company has more than 70,000 retail doors covered through all retail channels including high-end luxury, mass/mid-tier, independents, and eCommerce. The PCA Group is known for its licensing, distribution, and marketing capabilities and is a trusted partner for numerous designer fragrance and beauty brands like Derek Lam, Sally Hershberger, Thomas Kosmala, Mercedes Benz, Fila, Furla, and others.

For more information on The PCA Group, visit www.thepcacompanies.com.
For more information on Rebecca Minkoff, visit www.minkoffparfum.com

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