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**Top-Rated Designer Derek Lam Signs with
The PCA Group for Worldwide Distribution**

New York, NY - The PCA Group - a worldwide leader in the beauty industry and recognized as the prominent source for licensing and distribution – has collaborated with **top-rated designer Derek Lam for worldwide distribution** of his self-titled **fragrance line- Derek Lam 10 Crosby**. Lam's product is already being sold rapidly online on sites such as Amazon and at high-end department stores such as Bloomingdale's, Saks and Nordstrom.

Derek Lam 10 Crosby is the start of a collection inspired by individuals that pass by Lam's office on Crosby Street. The fragrance line includes various scents to immerse the user in the moment.

"Derek Lam is one of the top designers we have had the opportunity to partner with," said The PCA Group President Piyush Golia. "We're excited to represent a name as big as Lam's and see what opportunities this will bring to the table for both parties."

"Before releasing my self-titled fragrance, I wanted to be sure it was the right time and had to wait for that perfect moment," said Lam. "Choosing the right company to properly manage my distribution was crucial, and I found confidence in The PCA Group."

"The PCA Group is responsible for worldwide distribution, something we can handle using our solar powered, negative energy warehouse distribution center. Derek Lam and his customers will reap the benefits of his decision to choose us," added Golia.

The well-known fashion guru and designer attended the Parsons School of Design in order to pursue success in the world of beauty, after watching his family do the same. Lam, the curator of his creation, first launched his fragrance back in 2011.

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 Sally Hershberger, Ashley Benson, Addison Rae, Rebecca Minkoff, Thomas Kosmala, Maluma, Mercedes Benz, Fila, Furla, and others.

For more information on The PCA Group, visit www.thepcacompanies.com.
For more information on Derek Lam, visit www.dereklam.com.

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