

PRESS RELEASE

Paris, 11 February 2021

MIROIR BROT and MAÎTRES ROBINETIERS DE FRANCE announce the signing of an exclusive long-term licensing agreement.

MIROIR BROT and MAÎTRES ROBINETIERS DE FRANCE announce the signing of an exclusive, long-term licensing agreement for the manufacture, development and distribution of the range of beauty mirrors under the Miroir Brot brand.

Vladimir Piard, president of CELT Group, said: *“We are delighted to have signed this agreement with MIROIR BROT. MIROIR BROT has become a world leader in beauty and decorative mirrors. MIROIR BROT symbolises excellence and quality, appealing to consumers from all over the world. The integration of this line is the perfect addition to the MAÎTRES ROBINETIERS DE FRANCE portfolio of luxury bathroom brands, while ensuring for its customers the same high standard of quality production from our workshops in the Paris region. This licensing agreement, signed with MIROIR BROT, represents the consolidation of our strategy to offer a complementary range of luxury French bathroom brands.”*

This licensing agreement entered into force on 10 February 2021.

About MIROIR BROT

Founded in 1826, MIROIR BROT is a brand of historic importance. Inventor of the triptych mirror in 1875 and the Mirophare model in 1927, with its products made in France and an unrivalled quality of workmanship, MIROIR BROT quickly established itself as a world leader in vanity and decorative mirrors. The brand, now operating worldwide and a major supplier to some of the most luxurious hotels, is renowned for the excellence of its triptych mirrors produced in all sizes, as well as its beauty mirrors. In 2014, Miroir Brot enlisted a number of renowned designers, such as Pierre Yves Rochon and Patrick Norguet, to help design a new and visionary range of mirrors, continuing its tradition of French excellence and luxury. www.miroirbrot.fr

About MAÎTRES ROBINETIERS DE FRANCE

MAÎTRES ROBINETIERS DE FRANCE is the “bathroom” division of Compagnie Européenne de Luxe et Traditions, a French industrial group which owns and supports artisan companies in order to protect and develop their unique expertise. (Odiot, Atelier Rouge-Pullon, J.L Coquet, Jaune de Chrome, Margot, Cristal&Bronze, Serdaneli). Through its recent acquisitions, MAÎTRES ROBINETIERS DE FRANCE is well positioned on the French market – where Margot has a strong presence – and on the international market – where Cristal&Bronze and Serdaneli embody the concept of French luxury. www.mrf.fr

MAÎTRES ROBINETIERS DE FRANCE

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