

[For Immediate Release]



L'Occitane International S.A.

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(Incorporated under the laws of Luxembourg with limited liability)

L'Occitane announces unaudited trading update for the third quarter of 2010/ 2011

Net Sales Achieved Year-on-Year Growth of 26.5% in real terms, and 15.3% excluding foreign currency translation effects

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Same Store Sales Growth Accelerated from First Half of 2010/2011

(27 January 2011, Hong Kong) L'Occitane International S.A. ("L'Occitane" or the "Company"; SEHK stock code: 973), a global, natural and organic ingredient-based cosmetics and well-being products enterprise with strong regional roots in Provence, France, today announces the unaudited trading update for the nine months ended 31 December 2010.

Net sales for the nine months ended 31 December 2010 increased 26.5% to €585.5 million as compared to the period ended 31 December 2009. Excluding foreign currency translation effects, net sales growth was 15.3%. The Company maintained a strong performance in the third quarter particularly in Sell-Out, due to accelerating same store sales growth, increased number of stores and strong other Sell-out activities including internet. Being the holiday season, the third quarter is key to the Company's total sales performance over its full financial year.

Global same store sales growth grew from the first half of the financial year and from FY2010, particularly in the key Asian countries, Brazil and the USA. Europe was more affected by poor weather conditions in December, but benefited from stronger internet sales.

Same store sales growth for the nine months was 3.9%, up from 3.6% in the first half of the financial year, with Hong Kong, United Kingdom and Brazil showing the strongest growth of 14.8%, 9.3% and 7.1% respectively.

In terms of geographic areas, excluding foreign currency translation effects, Other Countries (which include China and Russia), Hong Kong and United Kingdom were the best-performing markets in total net sales growth, reaching 31.3%, 30.3% and 24.2% respectively.

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During the period, the Company continued to strengthen its presence by expanding its retail store network. For the nine months ended 31 December 2010, the Company increased the total number of own retail stores to 872 as at 31 December 2010. This includes 30 additional stores in Asia, 46 in Europe and 19 in the Americas. In particular, store expansion in Other Countries (which include China and Russia) gathered pace with a net increase of 87 stores from 31 December 2009.

In terms of business segments, net sales contribution from the Sell-out, Sell-in and B-to-B segments amounted to €430.77 million, €136.0 million and €18.74 million respectively. The Sell-out net sales of the Company increased by 13.7% for the nine months ended 31 December 2010 and represented 65.6% of overall growth, excluding foreign currency translation effects.

The Sell-in net sales and B-to-B net sales posted a year-on-year growth of 21.3% and 9.7%, and accounted for 32.2% and 2.1% respectively of overall growth in the period ended 31 December 2010 excluding foreign currency translation effects. The increase in Sell-in net sales was due to increasing sales to travel retail customers, wholesale customers, distributors and TV channel operators.

Mr. Reinold Geiger, Chairman and CEO of L'Occitane, said, "Looking forward, L'Occitane will continue to execute its development strategy and expedite sales growth by accelerating the pace of store openings, in particular in emerging countries. The Company will also invest significantly in store renovations in more mature countries while focusing on enhancing the brand awareness of L'Occitane and Melvita through intensified advertising and reinforcing marketing resources, so as to achieve better results in the future."

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About L'Occitane International S.A.

L'Occitane is a global, natural and organic ingredient-based cosmetics and well-being products enterprise with strong regional roots in Provence. The Company is committed to developing high quality products that are rich in natural and organic ingredients of traceable origins and respect for the environment. L'Occitane products are sold in over 80 countries through over 1600 retail locations which sell exclusively L'Occitane products and are decorated in a standardised L'Occitane design. The retail locations comprise own stores, independent distributors and travel retail operators. The Company also distributes its products via complementary channels such as internet shopping websites, mail order, spas and home shopping television networks, as well as sales to hotels and airports who provide the products to their customers as free amenities.

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