French cosmetic giant L'Oreal announced the signature of an agreement to acquire Atelier Cologne. Created in 2009 by Sylvie Ganter and Christophe Cervasel, Atelier Cologne sells niche perfumes across select retailers around the world.

Atelier Cologne's "alternative perfumery" puts it in high esteem with other distinguished brands - Armani Privé, Le Vestiaire des parfums by Yves Saint Laurent, Maison Lancôme, Replica by Maison Margiela and Ralph Lauren Collection - those already part of the L'Oreal Luxe portfolio.

"Alternative perfumery is currently a high-growth segment. We are delighted to welcome the perfume House Atelier Cologne within L'Oréal Luxe," explained Nicolas Hieronimus, President L'Oréal Selective Divisions.

No financial costings or details pertaining to the agreement have been revealed.

Atelier Cologne creates and manufactures in France "Colognes Absolues", pure perfumes targeted at women and men. They are also available as perfumed soaps, shower gels and body lotions, and candles for the home.

Atelier Cologne is present in over 800 points of sale across 40 countries and online, operational aspects which the perfumery hopes to develop with the help of L'Oreal.

"We are delighted to benefit from the Group's retail and digital expertise and L'Oreal Luxe's olfactory expertise to make the brand even more successful," said Sylvie Ganter and Christophe Cervasel, founders of Atelier Cologne.

The brand has 6 stand-alone stores, with 3 in France, 2 in the United States and 1 in Hong Kong.