

Oaklins

Orlebar Brown makes waves

DEAL FLASH | CONSUMER & RETAIL | NOVEMBER 2018

DEAL SNAPSHOT

Orlebar Brown Limited, the luxury online menswear brand, has been acquired by CHANEL SA.

Founded in 2007 by Adam Brown and former business partner Julia Simpson-Orlebar, Orlebar Brown pioneered the tailored approach to men's beach and swimwear. It has since evolved into a full collection of resort wear that revolves around the theme of travel, holiday and sun. Celebrated for its iconic photographic print shorts, the brand's high-profile customers include Leonardo DiCaprio, Jay-Z, Hugh Jackman, Tom Brady, Michael Fassbender and Roger Federer. The company employs over 100 people worldwide.

Chanel is a global luxury group.

Following the transaction, Adam Brown will continue to lead the business as Creative Director alongside CEO Paul Donoghue.

ORLEBAR BROWN

has been acquired by

CHANEL

“Thank you to you for helping us to achieve this extraordinary result – Chanel is the perfect home for Orlebar Brown. You were patient and tenacious and I always felt you had my best interests at heart.”

ADAM BROWN

FOUNDER, ORLEBAR BROWN LIMITED, UK

OAKLINS DIGS DEEP TO FIND THE PERFECT FIT

Oaklins Cavendish, based in the UK, advised the shareholders and management of Orlebar Brown on the sale of the business. The team built a structured process around key buyers, developing significant interest internationally, particularly from the USA, Asia and France. Competitive offers from private equity and trade ran in parallel.

The senior team of consumer specialists built a detailed understanding of the business over three years prior to the sale.





Decades of experience behind **the success** of this deal

Our Oaklins team has over 30 years of collective experience in the fashion sector, built on a genuine passion for the consumer & retail market. This deal highlights our consumer group's record in luxury and digital. Our expert, Jonathan Buxton, expects to see other transactions of this nature, as established brands seek newer, more digitally-savvy labels.

MARKET TRENDS AND DEAL DRIVERS

- Luxury groups are shifting to embrace the digital era, as seen by Richemont acquiring Yoox Net a Porter, as well as Chanel and Eurazio's investment in Farfetch.
- A similar rationale led to Investindustrial acquiring luxury direct furniture retailer OKA earlier this year.
- Digital expertise was the main driver behind this deal, together with synergies between Chanel's female swimwear business, Eres, and Orlebar Brown.

OUR INDUSTRY SPECIALIST



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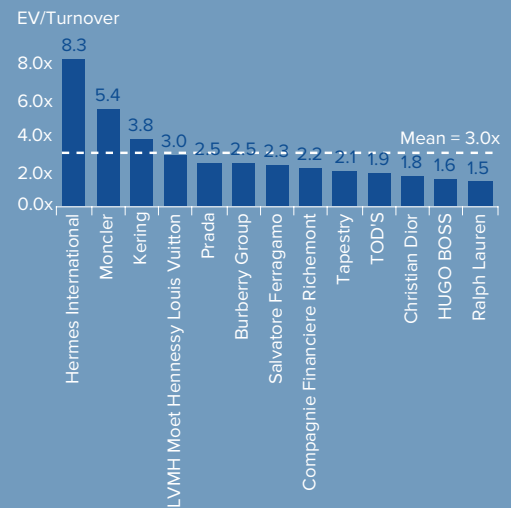
Jonathan has over 25 years' senior M&A experience advising 100+ consumer brands across the luxury, digital, consumer goods and leisure sectors. He focuses on the underlying value of brands and drivers for consumer behavior. Other notable clients Jonathan has advised include Raleigh Cycle, Naked Wines, Silver Cross, Smythson and Liberty.

OAKLINS HAS CLOSED 494 DEALS IN CONSUMER & RETAIL

Oaklins is the world's most experienced mid-market M&A advisor, with 800 professionals globally and dedicated industry teams in 40 countries worldwide. We have closed over 1,500 transactions in the past five years.

M&A VALUATION ASPECTS

- The valuation was not disclosed, but exceeded the shareholders' expectations.
- The luxury sector's turnover multiples are currently at an average of 3x.



Source: FactSet and CapIQ, data collected on 17 October 2017



"You very skilfully guided us through a challenging process. As well as a fantastic exit for some very happy shareholders, there is no doubt in my mind that Orlebar Brown has ended up in the right place.

Your patience was rewarded!"

JOHN AYTON

CHAIRMAN, ORLEBAR BROWN LIMITED, UK

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