

COMMERCE

Prada secures raw material supply with historic tannery acquisition

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Prada tote

By STAFF REPORTS

Italian apparel and accessories maker Prada is investing in its leather goods with the purchase of French tannery Tannerie Mégisserie Hervy.

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The historic tannery was acquired by Prada Oct. 8 and will be renamed Tannerie Limoges. Tannerie Mégisserie Hervy, through the acquisition, will join Prada's industrial partner Tuscan Conceria Superior to form the new tannery, in which the Milanese maison will have a majority stake.

Great tan

Tannerie Mégisserie Hervy is located 243 miles south of Paris in Isle where the tannery has specialized in lambskin and plongé leather since 1936. Prada's purchase will ensure the skills held by Tannerie Mégisserie Hervy's workers are preserved.

Speaking to **WWD** about the acquisition of Tannerie Mégisserie Hervy, Prada Group CEO Patrizio Bertelli said, "It's a high quality tannery with a great tradition. We are also grateful to the French Ministry of Economy, Finance and Industry, which has enabled us to carry out this operation."

Prada plans to remodel and modernize Tannerie Mégisserie Hervy's facilities and asserted that its employees will not lose their positions. Keeping Tannerie Mégisserie Hervy's current employees onboard will ease the transition of the purchase and ensure the future of Prada's leather goods.



Leatherworker at Tannerie Mégisserie Hervy

Just as qualified talent has become hard to find, sourcing the finest luxury materials, such as leathers and watch components, has also become a focal point for conglomerates in the space. Recently, brands and conglomerates have purchased tanners to secure a steady supply.

For example, Kering made steps to shore up material sourcing by acquiring France Coco, a Normandy-based tannery that specializes in crocodile skins ([see story](#)), while Chanel purchased French lamb hide tannery Bodin-Joyeux in 2013 ([see story](#)).

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