

APPAREL AND ACCESSORIES

Bally next to go as JAB Luxury turns to consumer goods

April 25, 2017



Bally's fall/winter 2017 collection

By STAFF REPORTS

Swiss accessories maker Bally has been placed under strategic review, including a possible sale, by its owner JAB Luxury.

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JAB made its Bally announcement April 24, after news broke that the holding company had put British footwear maker Jimmy Choo up for sale ([see story](#)). Bally was founded in 1851 beginning as a shoemaker, and in recent years has grown its product offering to additional categories through JAB's support.

Farewell, non-core

JAB invested in Bally in 2008 and supported the Swiss brand's long-term development. During this time, Bally has increased its store footprint globally and entered new product categories such as handbags, small leather goods, eyewear and other accessories.

Although Bally performs well, JAB has changed gears and sees luxury as a "non-core" element of its business.



The Suzy handbag by Bally

Since 2012, JAB has focused its attention on coffee and food brands in the United States with stakes in Keurig Green Mountain and the recent purchase of sandwich shop chain Panera for a reported \$7.5 billion.

Although JAB plans to offload its luxury portfolio, which also includes British apparel brand Belstaff, the holding company will maintain its involvement with French perfumer Coty, Inc.

JAB views Coty as more in line with its "strategic decision to focus on its successful core businesses of consumer goods," as the perfumer is behind fragrances by Burberry, under a recent agreement ([see story](#)), Marc Jacobs, Hugo Boss and Gucci.

In its announcement, JAB said it expects the Bally review process to wrap in the second half of 2017 and will not be making further comment until a decision on strategic options has been made. As with its Jimmy Choo sale, any inquiries are to be directed to Bank of America Merrill Lynch or Citi.

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