

APPAREL AND ACCESSORIES

Kering's Artemis invests in Maison Valli

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Giambattista Valli haute couture appeared in the latest issue of Vanity Fair Italia. Image credit: Giambattista Valli

By STAFF REPORTS

French luxury goods conglomerate Kering's investment firm Artemis has taken a minority stake in Italian designer Giambattista Valli's brand.

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In 2004, Mr. Valli opened Maison Valli in Paris, offering haute couture as well as the Giambattista Valli and Giamba ready-to-wear lines ([see story](#)). Mr. Valli's designs are popular with celebrities including Penelope Cruz, Natalie Portman, Halle Berry and Salma Hayek, who just happens to be married to Francois-Henri Pinault, Kering's chairman and CEO.

Investing outward

Artemis was founded by French billionaire Francois Pinault in 1992.

The firm serves as Kering's investment arm and currently owns Christie's auction house, luxury cruise liner Ponant, a number of vineyards, French weekly publication Le Point, the Stade Rennais Football Club and a collection of exhibition halls, among other assets.

Artemis also took a minority stake in fashion label Courreges in 2015. While both Artemis and Courreges never spoke publicly about the investment, sources believe the stake is about 30 percent.

Similarly, Artemis and Maison Valli have not shared the financial terms of the minority stake agreement. Artemis only said the investment will "support and contribute to Maison Valli's growth."



Giambattista Valli's fall/winter 2017 runway presentation. Image credit: Giambattista Valli

It is understood that Artemis took a minority stake in Maison Valli with the intention of acquiring control in the future.

Maison Valli is distributed at third party retailers and the Giambattista Valli retail network in Paris, Milan, Saint-Tropez, France and Seoul, South Korea.

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