

APPAREL AND ACCESSORIES

L'Officiel supports small fashion brands with big ideas

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Cover of L'Officiel. Image courtesy: Jalou Media Group

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As larger conglomerates continue to feel pressure from the rise of smaller groups, high-fashion magazine L'Officiel is setting out to foster growth and innovation in the industry is covers by nourishing emerging brands.

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Leading luxury goods groups such as LVMH and Kering have been known to control the much of the fashion industry, but recent acquisitions and buyouts by smaller companies, such as Tapestry and Michael Kors Holdings, are starting to compete with the larger conglomerates. Now, France's L'Officiel is partnering with investment group GEM to form a fund that will offer more competition for these conglomerates from smaller brands.

"With its unique approach to content creation from disruptive methods of storytelling to our centralized global digital platform we can provide the Fund's brands with new and more dynamic resources, allowing them to break out of traditional media models and instead become innovators in the field" said Benjamin Eymere, CEO of Jalou Media Group.

Fashion investments

L'Officiel, owned by Jalou Media Group, and GEM are working together hoping to foster newer brands with innovative potential.

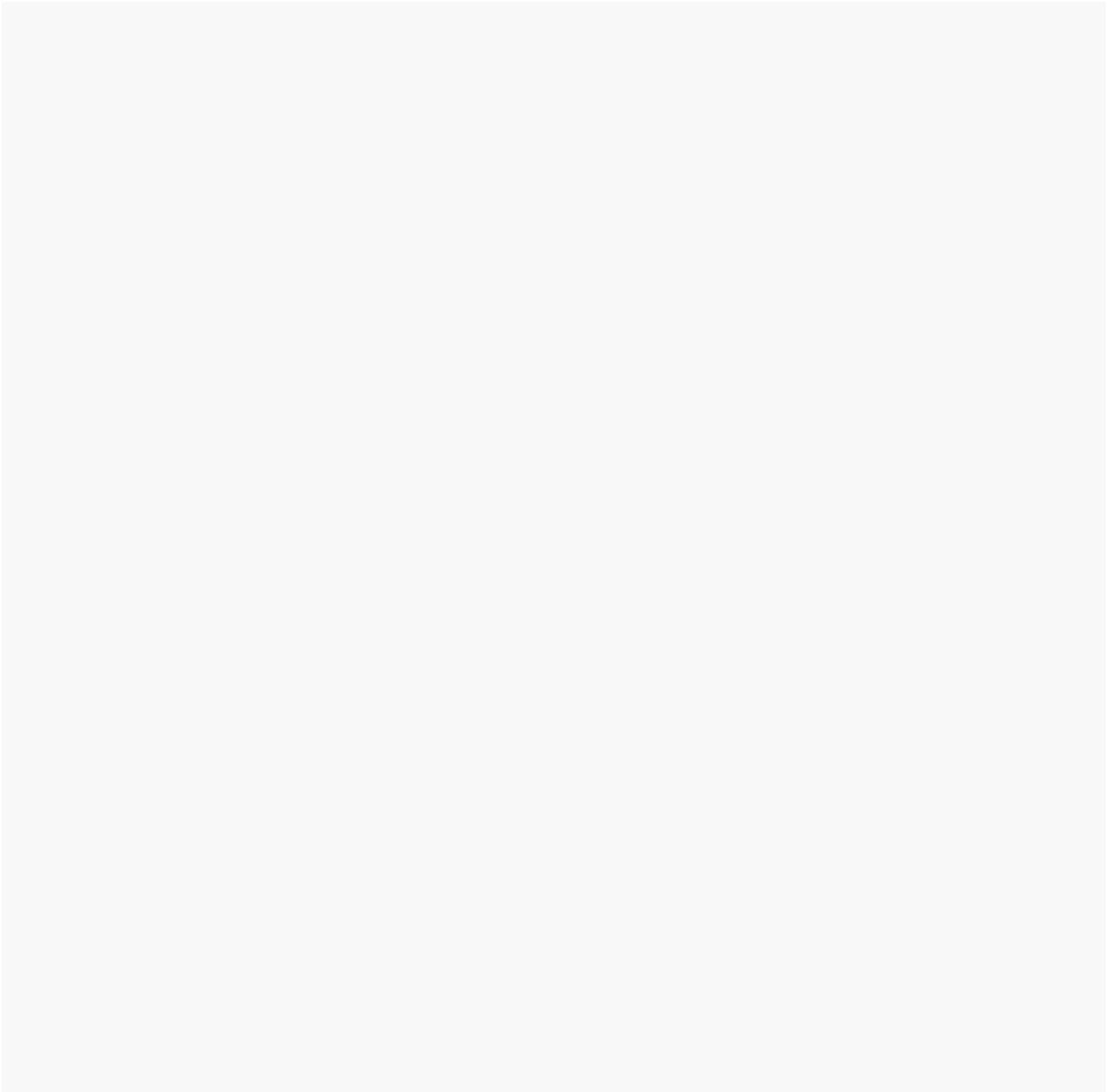
The partnership has resulted in a \$50 million fund that will invest in up-and-coming brands to build out their marketing strategies and reach luxury consumers. The L'Officiel Fund will focus on finding brands that understand the value of innovative and targeted marketing, but lack the capital to develop on their own.

With a presence in 70 countries, L'Officiel will give these brands access to advertising on its digital and print channels, along with added marketing services.

L'Officiel will provide tools for video production, social media pushes, native and branded content, events and experiential marketing.

The group is hoping that the brands it picks will leverage these resources to create one-of-a-kind and innovative marketing concepts that break the traditional model, reshaping the industry.

L'Officiel Fund will also allocate 25 percent of its capital to private businesses.



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A post shared by L'Officiel (@lofficielparis) on Dec 8, 2017 at 3:46am PST

Partnerships and acquisitions

This initiative is the second tier to a partnership between L'Officiel and GEM.

Jalou Media Group first brought its high-fashion and luxury lifestyle publication to the United States this October through its partnership with GEM.

Along with the launch of a U.S. bi-weekly print edition, L'Officiel premiered an international digital platform,

expanding its take on topics such as couture, travel and art to a more global audience. Beyond bringing the brand to new readers through content, L'Officiel USA will also be working on developing the commercial aspect of the title, exploring ways to leverage its more than nine decades of history ([see more](#)).

The fund is another investment that offers competition for the major luxury fashion groups with longstanding heritage in the business.

For instance, with its acquisition of British shoe designer Jimmy Choo, Michael Kors has been on track to become the first big United States-based luxury group to rival the European conglomerates that dominate the industry.

Michael Kors acquired Jimmy Choo July 25 for around \$1.35 billion, to become wholly owned by the U.S. fashion label. The acquisition comes just a few months after another large acquisition between two U.S. luxury companies: Kate Spade and Coach, suggesting this trend may be on the rise ([see more](#)).

"The purpose of the Fund is to provide these emerging brands with the tools they need to sustain growth," Anthony Romano, managing director of L'Officiel Fund. "We want to supply these brands with the right resources to help them succeed in the competitive global market."

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