

APPAREL AND ACCESSORIES

## Lanvin's financial woes dissuades potential investors

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*Lanvin spring/summer 2018 was the debut collection by Olivier Lapidus. Image credit: Lanvin*

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By STAFF REPORTS

France's oldest fashion house Lanvin is reportedly in talks with possible investors as it continues to face struggling sales.

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Per WWD, Lanvin is looking to sell a majority stake in its brand as a way to combat its financial woes. A buy-out is likely the only probable solution for Lanvin to get back on its feet after declining sales, which began with the unexpected departure of popular artistic director Alber Elbaz in 2015.

### Lost luster

Since Mr. Elbaz's departure, Lanvin has seen a drastic decline in sales. As a privately owned brand, Lanvin does not publish earnings, but a recent audit issued a warning regarding its finances.

According to the audit, sales have declined since its peak of 235 million euros in 2012, falling 23 percent to 162 million euros in 2016. Last year, Lanvin saw a net loss of 18.3 million euros, the brand's first loss in nearly a decade ([see story](#)).

After Mr. Elbaz was pushed out of the brand, Lanvin appointed Bouchra Jarrar as his replacement. Ms. Jarrar decided to step down after only two seasons with Lanvin.

Lanvin then hired Olivier Lapidus as its artistic director.

The designer's first collection for the French atelier was for spring/summer 2018, which was not well-received. Mr. Lapidus will present his second collection for fall/winter 2018 during Paris Fashion Week.



*Lanvin spring/summer 2018 was heavy on the logos. Image credit: Lanvin*

Despite these struggles, Lanvin is allegedly in talks with a number of potential investors, including Qatar-based holding company Mayhoola Group.

Mayhoola Group, which owns Valentino and Balmain, had been in talks with Lanvin since at least 2016, but reportedly was unable to reach an agreement with brand owner Shaw-Lan Wang's asking price.

Lanvin's complicated situation has also turned other interested buyers away including Kering Group and Michael Kors Holding. According to WWD's source, Kering is not pursuing an acquisition of Lanvin due to "the high level of investment required to restore the house to financial health."

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