

APPAREL AND ACCESSORIES

La Perla production to stay in Europe with new sale

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La Perla will be sold to a new investment group. Image credit: La Perla.

By STAFF REPORTS

Lingerie label La Perla is being purchased by the Sapinda Holdings firm, after a previous acquisition deal went south.

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La Perla's previous owner Pacific Global Management Group was in talks with group Fosun for its acquisition, but discussions about moving production of the label outside of Europe derailed the deal, according to Reuters. The new sale will have the designer going to investment firm Sapinda for an amount that has yet to be revealed.

Final sale

The La Perla acquisition will be the first fashion deal for Sapinda, which is an investment firm made up of entrepreneurs. The firm is hoping to become closer with the fashion community.

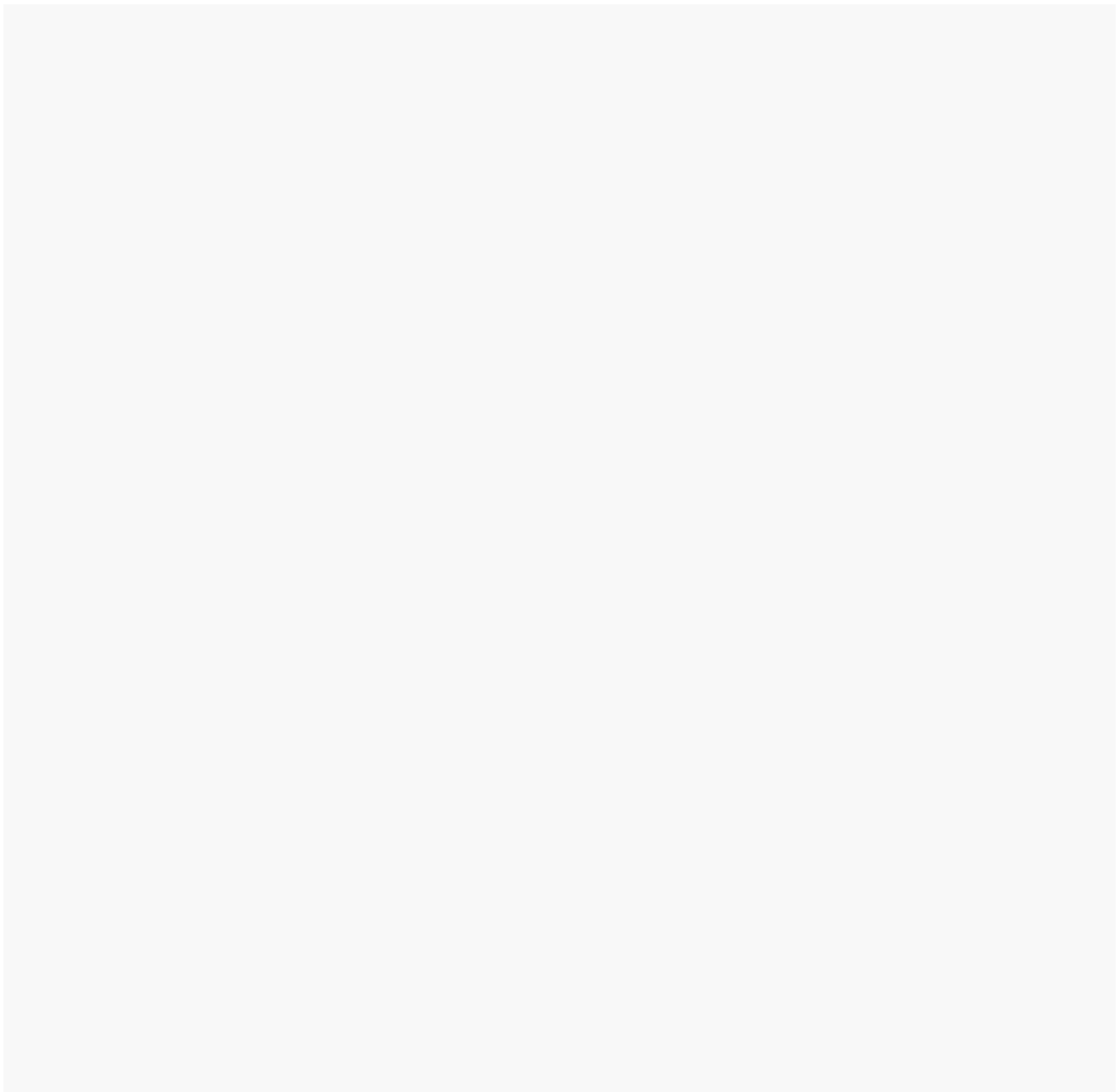
After the deal is complete, the firm will have to put added investment into the La Perla brand to help get it back on its feet following recent sales declines.

La Perla is undergoing legal trouble in regards to its Hong Kong flagship, with its landlord seeking \$5.1 million.

The lingerie brand could possibly get evicted and have legal ramifications over unpaid debt, according to a report in Women's Wear Daily. After a downturn in visitors from Mainland China damaged La Perla's sales, the store struggled to pay its triple-digit rent and is now facing the consequences ([see story](#)).

While it has had a rough time these past few years, the brand strongly values its "Made in Italy" heritage. With Fosun wanting to take production out of Italy, Pacific Global Management Group's disagreement caused the deal to end.

Luxury brands rely heavily on their heritage and European history, so a move such as taking La Perla out of Italy could significantly damage its image.



La Perla Retrospective The Nineties Ephemeral beauty. Archive images from the SS95 campaign shot in New York City. Image one Spring/Summer 1995 Photo Marino Parisotto Model Teresa Maxova Image two Spring/Summer 1995 Photo Marino Parisotto Model Teresa Maxova Images La Perla archives and La Perla Lingerie & Desire, Rizzoli 2012

A post shared by laperla.com (@laperlalingerie) on Feb 26, 2018 at 5:14am PST

"We are delighted that Sapinda has acquired La Perla to continue our vision of creating the leading global luxury fashion brand that explores the feminine imagination in all its facets," said Silvio Scaglia, founder and chairman of Pacific Global Management Group, in a statement. "I have known Sapinda and its CEO for many years and have worked with him a number of times in the past.

"I know that Sapinda has the necessary resources to take La Perla to the next level and continue my vision of building a global luxury brand, but keeping production in Europe," he said.

"La Perla heritage in corsetry was the foundation for starting a real revolution in fashion. We are proud to have a unique team, with the ability to create luxurious and unique products which are Made in Italy."

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