

APPAREL AND ACCESSORIES

Valentino's IPO not happening after all

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Strong growth and investment from its owner has put Valentino's IPO on hold. Image credit: Valentino

By STAFF REPORTS

A few months ago, Italian fashion label Valentino seemed on the brink of an imminent initial public offering, but now, that IPO seems much less certain.

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While an IPO was being considered as recently as a year ago, the brand has now firmly put the idea on hold while it focuses on its own growth, according to a report from [Women's Wear Daily](#). Stefano Sassi, CEO of Valentino, told WWD definitively that an IPO is not currently being considered and has been put on indefinite hold for now.

Backburner

At the end of 2017, Valentino's IPO seemed inevitable.

Investors were advised to keep their eye on Valentino as the Italian fashion house topped Pambianco Strategie di Impresa's list of luxury brands most likely to soon go public.

Ousting the previous top-spot, Giorgio Armani, Valentino became the most likely luxury brand to go public, based on a survey conducted by Pambianco and citing comments from Valentino's owner, Mayhoola, as possible indications of an IPO in the future. With this data, investors were given a better view of which companies in 2018 are likely to go public and could adjust their investing strategy accordingly ([see story](#)).

However, months passed by and no IPO was announced. Now, Mr. Sassi has definitively said that an IPO is no longer being considered for anytime in the near future.

Instead, Valentino has been focusing on its own industrial growth. In response, Valentino's parent company, the Qatar-based Mayhoola, has reportedly increased investment in the brand as it seeks to grow Valentino even more.



Valentino's pre-fall campaign. Image credit: Valentino

Sales increased heavily for Valentino in the last year, driven organically by menswear and a burgeoning accessories market as well.

These favorable conditions have put the brand in a strong position, which in turn caused it to put IPO plans on the back burner.

Large-scale partnerships have also helped shore up Valentino's position. Most recently, Valentino teamed up with Chinese ecommerce giant Alibaba for a new virtual reality retail experience.

The joint effort takes the form of a virtual store, which is a representation of a real Valentino pop-up shop that customers can explore in virtual reality. Valentino created the virtual experience to promote its new line of Garavani Candystud bags ([see story](#)).

As long as growth remains stable and the brand enjoys success, it appears that the IPO that was once certain is a long way off.

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