

APPAREL AND ACCESSORIES

Christopher Kane in talks with Kering to buy back brand

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Christopher Kane is buying back his label from Kering. Image credit: Christopher Kane

By STAFF REPORTS

Luxury group Kering is making arrangements with Christopher Kane for the designer to take full control of his eponymous brand.

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On June 21, the conglomerate announced that discussions were underway with Mr. Kane, as the parties looked to settle on conditions for transitioning the label out of the group through a sale of Kering's stake. This move from Mr. Kane comes shortly after Stella McCartney began the process of transitioning out of Kering, and aims to be a similarly collaborative split.

"Christopher Kane and Kering wish to continue to collaborate with the aim of achieving a gradual and harmonious transition," said Kering in a statement.

Parting ways

Christopher Kane has been a part of the Kering stable since 2013, when the group bought a 51 percent stake in the brand.

Mr. Kane founded his label in 2006 shortly after graduating from Central Saint Martins. In 2011, Mr. Kane won the BFC/Vogue Designer Fashion Fund Award.

Along with his own label, Mr. Kane headed design for Versus Versace from 2009 to 2012.

Today, Christopher Kane makes women's and men's ready-to-wear, footwear and accessories. The label retails in more than 30 countries, with 150 wholesale partnerships.



Christopher Kane's flagship store on Mount Street. Image credit: Christopher Kane

In addition to retailer placements, the brand has a flagship store on London's Mount Street, which opened in 2015.

As Kering prepares to sell Christopher Kane to its namesake designer, the brand will be designated a non-current asset held for sale and discontinued operations in its financial reporting.

Designer Stella McCartney also recently reached an agreement with Kering, which owned 50 percent in stock of her eponymous brand, to transfer complete ownership over to Ms. McCartney.

The sale will see Ms. McCartney become the sole owner of the Stella McCartney brand and the label's departure from the Kering stable of brands. Both parties have expressed a desire to continue working together on some of their joint ventures in the future, particularly their projects working towards sustainable fashion ([see story](#)).

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