

APPAREL AND ACCESSORIES

Chanel takes on men's swimwear

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Orlebar Brown has been taken over by Chanel. Image credit: Orlebar Brown

By STAFF REPORTS

French fashion label Chanel has acquired British men's swim brand Orlebar Brown by buying out all shares from its founder and investor Piper.

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While the monetary amount is not public, Chanel will take over the swimwear line as it looks to smaller niche brands in the luxury market. Orlebar Brown founder Adam Brown will remain with the brand, acting as creative director following the takeover.

Swimming in takeovers

In a report by *Forbes*, it was stated that Orlebar Brown brings in an estimated \$32.6 million.

The acquisition is an interesting contrast to other luxury conglomerates making major deals.

For instance, fashion group Michael Kors Holdings Limited is moving further into European luxury with its acquisition of Italian fashion label Versace.

Michael Kors Holdings has been in a race with Tapestry Inc. to create the next luxury conglomerate, as both groups have recently shifted from mono-brand companies to portfolios of like-minded labels. With Versace joining Jimmy Choo in Michael Kors' stable of brands, the group sees its revenues reaching \$8 billion in the long-term, aided by the ability to leverage synergies across its businesses ([see story](#)).

[View this post on Instagram](#)

To celebrate the opening of one of our biggest stores to date, we have created a pair of exclusive photographic swim shorts of the #Dubai skyline that you can't purchase anywhere else. Available to buy from our store within the luxury extension of the prestigious @TheDubaiMall #FeelSummer #OBsAroundTheWorld #OrlebarBrown

A post shared by Orlebar Brown (@orlebarbrown) on Sep 30, 2018 at 6:11am PDT

Instagram post from Orlebar Brown

Chanel remains keen on investing in smaller brands in specific markets, such as the swimwear takeover and its lingerie brand known as Eres.

The French fashion label recently revealed its earnings for the first time as well, and announced that its holding company will be based out of London for a more seamless business operation.

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