

APPAREL AND ACCESSORIES

## Trussardi sells majority stake to QuattroR

February 13, 2019



*Trussardi is reportedly selling a stake to QuattroR. Image credit: Trussardi*

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By STAFF REPORTS

Italian fashion label Trussardi has sold an approximate 60 percent stake in its company to investment fund QuattroR.

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The deal, announced Feb. 13, establishes a new holding company Levriero Holding, which will have an 86 percent ownership of Trussardi's sole shareholder Finos. Creating consistency, Mr. Trussardi is staying on as chairman of the board of Trussardi and Finos, according to a report from *Women's Wear Daily*.

### New ownership

Established in 2016, QuattroR focuses on investments in Italian companies, and Trussardi marks its first fashion stake.

While QuattroR is new to fashion, its leadership has experience in luxury. Chairman Andrea Morante was previously the CEO of Pomellato and also serves as the chairman of Sergio Rossi ([see story](#)).

Levriero means greyhound in Italian, a nod to Trussardi's logo. The holding company will be 70 percent controlled by QuattroR and 30 percent by Tomaso Trussardi.

As a result, QuattroR will have a resulting 60 percent stake in the house.



*Trussardi spring/summer advertising campaign. Image credit: Trussardi*

With this deal, there is a capital increase of 50 million euros, or about \$57 million.

Mr. Trussardi, who was previously CEO of Finos, will now be chairman of the company's board.

Trussardi is in a period of transition. Gaia Trussardi stepped down as creative director of her family's house earlier this year. Ms. Trussardi had been overseeing Trussardi's designs since 2013 ([see story](#)).

After losses in 2015, Trussardi has been successfully turning its financial results around in recent years. Its revenues in 2017 totaled 154 million euros, or \$175 million.

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