

APPAREL AND ACCESSORIES

Exor becomes 24pc shareholder for Christian Louboutin

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Christian Louboutin's red sole is known as iconic. Image credit: Christian Louboutin

By LUXURY DAILY NEWS SERVICE

French footwear and accessories label Christian Louboutin has sold a 24 percent stake to shareholder Exor, the parent company of Ferrari.

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Exor has invested 541 million euros, or more than \$746 million at current exchange, in Christian Louboutin. The partnership aims to be mutually beneficial for both organizations, with Exor reaping the benefits of fostering a company and the footwear label to be exposed to new and significant opportunities.

"I have admired over the years Christian's talent in creating one of the world's great, independent global luxury brands," said John Elkann, chairman and CEO of Exor, in a statement. "Today, we're very excited to be joining him, Bruno and their fantastic team to work together to accelerate the development of this ambitious company.

"We share the same family spirit, culture and values, which are the basis of a strong partnership," he said. "Christian Louboutin's extraordinary creativity, energy and unique vision are precisely the qualities needed to build a great company."

Stepping into the future

Christian Louboutin is currently one of the leading names in global luxury. The footwear label is renowned for its signature red sole for women's shoes.

The label has continued to grow and innovate with its implementation of men's footwear, leather goods and accessories and beauty products.

Exor believes that Louboutin is slated to become one of the world's supreme luxury brands, citing its cultural relevance as well as its numerous and unique collaborations and inspirations.

The partnership aims to leverage the label's already electric appeal, and to develop the brand's presence with a heightened focus on geographical expansion, specifically in China.

"Exor is a company with a steady long-term focus and a strong entrepreneurial culture which, with my partner Bruno,

we are also very attached to and where we fully recognize ourselves," said Christian Louboutin, founder of the label, in a statement. "It was important for me, and for the members of our company, that in order to write a new page in the history of our Maison, the partner with whom we would associate should respect our values, be open minded and should have an ambitious, young dynamism."



Christian Louboutin is known for its fun pops of color and continued development of new products. Image courtesy of Christian Louboutin

Exor continues to forge meaningful collaborations and investments with various brands.

Exor announced last December that it will take a majority stake in Chinese lifestyle brand Shang Xia, launching the company to the next stage of development in partnership with Herms International. Exor invested nearly 80 million euro, or about \$96.7 million at current exchange rates, in Shang Xia through a reserved capital increase that will result in it becoming the company's majority shareholder ([see story](#)).

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