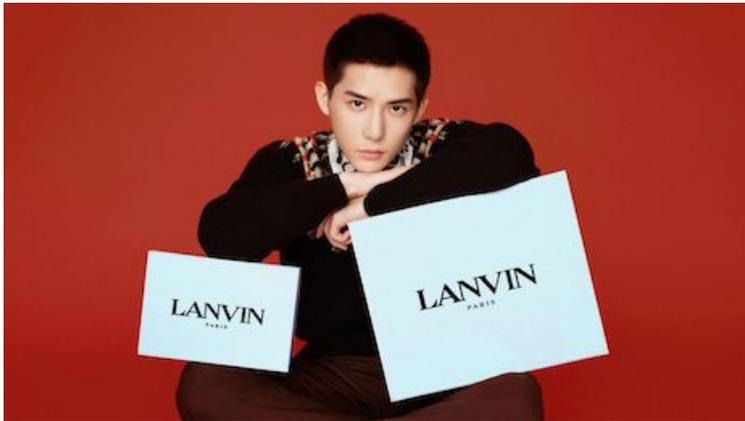


APPAREL AND ACCESSORIES

## Lanvin Group to go public on NYSE

March 23, 2022



*Lanvin Group is heading to the New York Stock Exchange. Image courtesy of Lanvin*

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By LUXURY DAILY NEWS SERVICE

Lanvin Group is set to be listed on the New York Stock Exchange under the ticker symbol "LANV."

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The group announced that it has entered into a business agreement with Primavera Capital Acquisition Corporation (PCAC) which is solidifying the listing. The transaction values Lanvin Group at a pro forma enterprise value of \$1.5 billion.

"Today's announcement marks another milestone in Lanvin Group's growth journey," said Joann Cheng, chairman and CEO of **Lanvin Group**, in a statement. "We are excited to partner with Primavera for our next chapter of growth across Europe, North America and Asia."

### Growth ambitions

Lanvin Group holds a portfolio of heritage brands, including the oldest operating French couture house Lanvin, which was founded in 1889.

The group also owns Italian luxury shoemaker Sergio Rossi, Austrian underwear company Wolford, American womenswear brand St. John Knits and high-end Italian menswear maker Caruso.



*Lanvin Group's five brands have a combined presence in more than 60 countries. Image credit: Lanvin Group*

Lanvin Group operates in more than 80 countries with 1,200 points of sales, 3,600 employees and more than 300 retail stores globally.

The group also promotes sustainability in its practices and has earned a recent MSCI ESG rating of "AA".

It has invested heavily in digitization and is eyeing momentous growth in Asia and North America, placing a strategic emphasis on realizing the brands' untapped potential in both areas.

Lanvin Group has also composed an impressive roster of investors, including partners across sectors including product development, manufacturing, marketing and ecommerce.

Investors include Fosun International, the group's founding shareholder; ITOCHU Corporation, a Japanese trading conglomerate; K11, a global high-end lifestyle brand and others.

"We plan to accelerate the growth of our portfolio via both organic development and disciplined acquisitions, building a global portfolio of iconic luxury fashion brands that appeal to a broad customer base," Ms. Cheng said. "Lanvin Group will not only enable these brands to flourish in their home countries but also in Asia and North America, the largest luxury markets in the world."

Last November, Lanvin Group launched its new brand identity after formally changing its name from Fosun Fashion Group.

By adopting the recognizable Lanvin brand name to represent the group, the company began stating its intent on building a global portfolio of luxury fashion brands ([see story](#)).