

APPAREL AND ACCESSORIES

## Cosabella acquired by Calida Group

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*Calida Group is purchasing Cosabella for \$80 million. Image courtesy of Cosabella*

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By LUXURY DAILY NEWS SERVICE

American luxury lingerie brand Cosabella has been acquired by Calida Group as both groups look to expand reach across the U.S. and European markets.

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With the integration into the Calida Group, existing production sites and its branding platform will be leveraged by Cosabella, lending the way for growth potential in their two key markets. The acquisition of Cosabella strengthens Calida Group's position in its core segment of undergarments and lingerie.

"Our company's continued momentum as an inclusive brand leader further emphasizes that future growth potential," said Guido Campello, managing director of **Cosabella**, in a statement. "With the Calida Group's famous brand expertise and shared platform, we will be able to capitalize on global synergies and advance the evolution of our brand."

"We are especially happy to have found a partner that shares the same values as our long-standing family business including high-quality craftsmanship, inclusiveness, comfort and European production."

### Merging expertise

Cosabella was founded in 1983 by Valeria and Ugo Campello in Miami, Florida. In 2021, the family-owned business generated \$29 million in sales in the U.S.



*The brand rebranded last fall, and looks to expand in the European market. Image credit: Cosabella*

With its Italian heritage, Cosabella embodies a still largely untapped potential in the European market, which will be leveraged with the help of Calida Group's existing position in this region.

In August 2021, Cosabella transitioned to be more inclusive of all people with new branding and product offerings as consumer values shifted.

Known for its artisanal quality, Cosabella has been innovating the intimate apparel category for more than 40 years, offering lingerie in fabrics like mesh, as well as extended sizing for women of all body types. Now, its expanded product line, styles and sizing aim to help all people who wear Cosabella feel confident ([see story](#)).

A mutually beneficial partnership, this acquisition creates a solid starting position for the U.S. market entry of its brands Calida and Aubade. Cosabella will serve as the U.S. hub for the geographical expansion of the group, which is part of its Accelerate 2026 strategy.

The group is acquiring a 100 percent stake in Cosabella for \$80 million. The closing of the transaction is expected to take place in the second quarter of 2022.

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