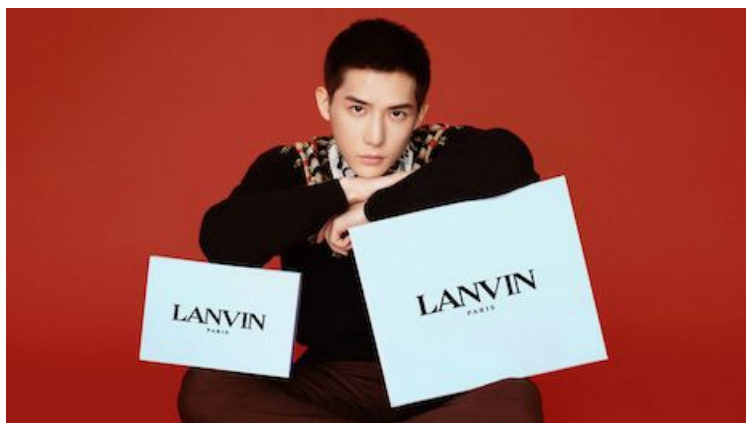


APPAREL AND ACCESSORIES

## Lanvin Group reports strong momentum ahead of IPO

July 12, 2022



*Lanvin Group is reporting strong momentum before heading to the New York Stock Exchange. Image courtesy of Lanvin*

By LUXURY DAILY NEWS SERVICE

Shanghai-based luxury fashion group Lanvin Group is experiencing strong momentum and projecting a positive 2022 outlook as it works to go public on the New York Stock Exchange later this year.

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Lanvin announced its 2021 financial results as it works to complete the process of becoming a publicly-traded company. The group saw a 52 percent global revenue growth, fueled by the successful execution of its global growth strategy and the acquisition of footwear brand Sergio Rossi.

"Lanvin Group is proud to have delivered budget-beating results in 2021, with record growth," said Joann Cheng, chairman and CEO of **Lanvin Group**, in a statement.

"Building on the tremendous hard work of our team in delivering on our strategy over the past three years, 2021 has been a milestone year where we have achieved contribution margin break-even and had a record 52 percent pro forma revenue growth."

Working towards the goal

Reflecting the 52 percent global revenue growth, Lanvin saw a pro forma revenue of 339 million euros in 2021, or \$341 million at current exchange.

The Lanvin brand also recorded a 108 percent global sales growth and a 415 percent ecommerce sales increase.

Wolford also recorded revenue of 109 million euros in 2021, or about \$109 million at current exchange, reflecting a 15 percent increase year-on-year,

Group direct-to-consumer sales increased by 50 percent, fueled by a prominent retail presence and ecommerce expansion.

The acquisition of Sergio Rossi was announced in June 2021 as the brand was successfully implemented into the Lanvin ecosystem.

Lanvin is looking to keep the momentum strong, as the group is **reportedly** looking to add a fashion brand to its

portfolio after going public on the New York Stock Exchange later this year.

The company announced its IPO plans in March ([see story](#)), after confirming its business agreement with Primavera Capital Acquisition Corporation (PCAC), valuing the conglomerate at \$1.5 billion. Currently, the group houses French fashion brand Lanvin, Italian shoemaker Sergio Rossi, lingerie brand Wolford, St. John and Caruso ([see story](#)).

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