

COMMERCE

Investment firm Regent acquires Bally

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*Financial terms of the deal were not revealed. Image credit: Bally*

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Swiss apparel and accessories label **Bally** is under new ownership.

Today, an affiliate of global investment firm Regent announced that it purchased Bally from German holdings company JAB for an undisclosed sum. The move further cements Regent in the luxury space, as it also has German women's fashion house Escada and premium brands, such as Canadian clothing retailer Club Monaco, in its portfolio.

"Bally is one of the world's great heritage luxury brands," said Michael Reinstein, founder and chairman of **Regent**, in a statement.

"Its legacy, built on over 170 years of timeless design and unparalleled quality, is a testament to refined Swiss elegance and an unwavering commitment to craftsmanship," Mr. Reinstein said. "We are honored to be entrusted with shaping the next chapter of this remarkable story."

New chapter

Under Regent, Bally will look to continue its artistic reinvention under creative director Simone Bellotti, who took the job a little over a year ago.

According to an exclusive report from **WWD**, Bally CEO Nicolas Giroto and Mr. Bellotti will remain at the label's helm through the transition.

With JAB divesting from the fashion house, it has limited its investments in the luxury space exclusively to U.S. beauty group Coty, with the remainder of its portfolio currently focused on businesses in the food, hospitality and pet segments.



Bally will maintain its current course despite new corporate oversight. Image credit: Bally

"Since our first investment in Bally, the brand has undergone significant operational and creative evolution," said Joachim Creus, managing partner, vice chairman and CEO of JAB, in a statement.

"Today, it enjoys global recognition, and its latest creative direction has been celebrated worldwide," Mr. Creus said. "It has been a privilege to own this storied brand, and we will watch its future with great interest."

The luxury space has witnessed several large acquisitions this summer, with U.S. department store chain Saks' parent company purchasing U.S. high-end retailer Neiman Marcus Group in June ([see story](#)). In July, Italian eyewear conglomerate EssilorLuxottica announced plans to buy out American streetwear and lifestyle brand Supreme ([see story](#)).