

## **HLD enters into exclusive negotiations with the founders of Jimmy Fairly and Experienced Capital to acquire a majority stake in the eyewear brand**

**Jimmy Fairly, the French affordable luxury eyewear brand, intends to accelerate its development and international deployment.**

**Paris, July 19, 2021– Press release**

HLD, an investment company that aims at developing high-potential French and European SMEs, has entered into exclusive negotiations with the founders of Jimmy Fairly and Experienced Capital to acquire a majority stake in the eyewear brand.

Founded in 2011 by Antonin Chartier and Sacha Bostoni, Jimmy Fairly is a brand that has been disrupting the eyewear industry by offering high-end collections at affordable prices by cutting out the many middlemen of the traditional eyewear value chain. The brand differentiates itself by offering a simple range of products that combine fashionable and trendy design with high-quality and sustainable products at a fair price.

Within 10 years, the brand has created a strong digital community on social medias and has become the #1 Instagram community among French eyewear players. Thanks to the simplicity and the relevance of its offer, Jimmy Fairly has become a key player in France. After a successful expansion in the UK, the brand is now ready to accelerate its global expansion.

The brand has achieved strong growth momentum in recent years, driven by a virtuous omnichannel distribution model and a strong expansion of its physical stores network. Backed by Experienced Capital and its team of operational experts since 2017, the brand has been able to combine rapid growth and strong profitability. By strengthening the top management team through the recruitment of a strong executive committee, Jimmy Fairly has further improved its product offering and customer experience, accelerated its digital strategy and rapidly built a solid network of 58 stores in France and in the UK. This development has been backed by the continuous improvement of operational excellence.

The partnership with HLD will enable the brand to take a step forward in its development through a well-defined digital and store roll-out strategy in France and abroad, with the ambition to scale-up its European footprint and triple its size within 5 years.

**Antonin Chartier, Jimmy Fairly's Co-Founder and President, and Sacha Bostoni, Co-Founder and General Manager, state:** *"We founded Jimmy Fairly around a single idea : creating a unique and committed brand. We do everything to offer our customers beautiful eyewear at a fair price. To get there, we surround ourselves with the best talents, whether it's our great team or our partners. We are very pleased to write this new page of our story with HLD, a group with valuable expertise and excellent reputation".*

**Jean-Bernard Lafonta, Partner and Co-Founder of HLD Europe states:** *"We are delighted to have the opportunity to back Jimmy Fairly, a brand with an outstanding track record, and to support the development project led by Antonin, Sacha and their team. We are convinced that the company is ideally positioned to establish itself as a leading affordable luxury eyewear brand, not only in France but also abroad".*

**Emmanuel Pradère, Experienced Capital's Managing Partner and Co-founder, comments:** *"We are very proud to have contributed to the development of this unique brand in the eyewear market, driven by the vision of its two founders Antonin Chartier and Sacha Bostoni. Today, it has all the required assets to pursue its development and become a major global eyewear brand".*

The completion of the transaction is subject to prior consultation of the employee representatives and to the approval of the relevant authorities.

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### **About Jimmy Fairly**

Founded by Antonin Chartier and Sacha Bostoni in 2011, Jimmy Fairly is a French premium eyewear brand.

The brand is vertically integrated from the design of the frames to the distribution of the eyewear to its clients, and currently has 58 stores in France in the UK. Since its founding, Jimmy Fairly has achieved strong growth thanks to a virtuous omnichannel distribution model and the expansion of its store base.

### **About HLD Europe**

HLD is an investment company founded in 2010 by Jean-Bernard Lafonta. Today, the Group gathers 13 companies in France and in Europe, with an average growth rate around 10% (including Tessi, Kiloutou, Coyote, MVG and TSG...), a combined turnover of nearly €2.5 billion and over 24,000 employees. Shareholders include recognised European entrepreneurs such as the Decaux, Dentressangle families and Claude Bébéar. HLD invests without any time constraints, a specificity that has enabled the Group to develop strong ties with the managers of the portfolio companies, and to support their long-term development goals both in Europe and worldwide.

[www.groupehld.com](http://www.groupehld.com)

### **About Experienced Capital Partners**

Experienced Capital (ECP) is an operational investment fund dedicated to premium direct-to-consumer ("DTC") brands. Founded in 2016 by Frédéric Biousse, Elie Kouby and Emmanuel Pradère, ECP now backs 11 premium DTC brands, assisting them daily in their development thanks to its dedicated team of operational experts. ECP currently holds investments in Balibaris, Soeur, Le Slip Français, Figaret, Jimmy Fairly, Sessùn, BAM Karaoke Box, NV Gallery, L:a Bruket, Oh My Cream! and dynamo.

[www.excp.com](http://www.excp.com)

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