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ACTIVA CAPITAL BACKS MBO OF BRUNO SAINT HILAIRE

Activa Capital Fund has taken a majority position in French clothing brand Bruno Saint Hilaire (BSH), thereby buying out CDC Capital Investissement and Banque de Vizille.

With sales in 2007 of €42m, BSH is a leading specialist brand for Men (72%) and Women (28%) sold in 1200 multi-brand outlets in France, 50 department store corners (including Printemps & Galeries Lafayette) and a further 1500 outlets outside France.

BSH is managed by a first class team led by Dominique de la Tournelle (ex-CEO of Oxbow, ex-CEO of Thierry Mugler and ex-MD of Yves Rocher International) and Nicolas Roux (ex-CFO of Oxbow). Dominique & Nicolas organised two successful MBOs at Oxbow (with CVC & Argos Soditic) before an IPO followed by a trade sale. Through a long-standing relationship with management, Activa Capital and management were able to pre-empt an auction process.

Christophe Parier, a Partner of Activa Capital says:

"We are delighted to be backing Dominique and Nicolas at BSH. They are a team of highly successful serial entrepreneurs in the French branded clothing area. We intend to grow the business through acquisition to build further scale".

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