

ADVISER INTERVIEW

Fabio Marazzi Senior Managing Partner at Marazzi & Associati

Q Can you tell us about Marazzi & Associati's involvement in the transaction?

Our firm has been acting on behalf of Nicole Fashion Group for a while and in this specific transaction, we represented the client in each step of the negotiation process. Our team consisted of myself, my Partner Nicolo Ghibellini, IP and Data Privacy expert Mr Silvano Mazzantini and Partner and Senior Associate Margherita Barletta.

Q What was your specific role?

My role, as Senior Managing Partner, was to manage my team's day-to-day work, supervise them and attend all meetings with the other party, always being physically next to my client.

Q What were some of the complexities of the transaction and how did you overcome them?

As always, when acting for a family-owned company, the most intriguing challenge is related to the mind-set that this type of businesses have when it comes to any legal issues.

Additionally in this specific transaction, that included having to analyse, examine and negotiate more than one shareholders' agreements. We were also faced with a sophisticated Management Incentive Plan; the sellers had to understand each benefit of the transaction, in a short a period of time - the negotiations started mid-May and we closed the transaction on the last day of June.

The BC Partners Fund acquires Nicole Fashion Group through Pronovias



Has acted as legal advisor to:



TRANSACTION REPORT

A year after taking a majority stake in Pronovias, Private Equity firm BC Partners has acquired European bridal wear company Nicole Fashion Group, through Pronovias.

Founded in 1996, Nicole Fashion Group specialises in luxury bridal and evening wear that includes such labels as Nicole, Alessandra Rinaudo and Colet. With 110 employees and five stores in Italy, the company distributes its dresses in 40 countries.

According to a statement released by Pronovias, acquiring Nicole will bolster the brand's dominance and portfolio in Europe. The partnership is expected to foster the two companies' synergies and reinforce their respective product innovation and marketing. The acquisition is BC Partners' latest fashion investment. The company's diverse portfolio features UK-based restaurant chain Cote, US cable operator Altice and the Turkish food retailer Migros.

Marazzi & Associati (Senior Managing Partner Fabio Marazzi, Senior Associate Margherita Barletta, Partner Nicolo Ghibellini, Partner Silvano Mazzantini and Senior Associate Andrea Noris) acted as Legal Adviser to Nicole Fashion Group.