

DANIEL LALONDE NEW CEO OF DESIGN HOLDING

Milan (Italy), 2 August 2021 – Design Holding is pleased to announce the appointment of **Daniel Lalonde** as its new Chief Executive Officer (CEO) with effect from October 2021. Lalonde has previously held senior leadership roles at global brands including SMCP, Ralph Lauren, LVMH and Nespresso. Gabriele Del Torchio will continue as Non-Executive Chairman of Design Holding.

Lalonde brings with him deep knowledge and experience of the high-end consumer space with a track record of establishing brands as global leaders. Most recently, Lalonde was President and CEO of SMCP (French group that includes Sandro, Maje, Claudie Pierlot & De Fursac), leading the company's successful listing on the Euronext Paris and overseeing a period of exceptional growth. Previously, Lalonde served as President of Ralph Lauren International. He also spent 10 years with LVMH where he was President and CEO of M  t et Chandon and Dom Perignon worldwide; and President and CEO of Louis Vuitton North America. At LVMH, he was also responsible for transforming Tag Heuer into a leading watch brand in North America. In his career, he was also credited with helping grow Nespresso from a startup company into a successful global brand acting both as CEO North America and Global Chief Operating Officer.

Design Holding, a leader in the High-End Design market, bringing together **B&B Italia, Flos, Louis Poulsen, Arclinea as well as the US e-commerce platform YDesign**, has appointed Lalonde to lead the company into its next stage of growth, including the continued international expansion of the business, development of its multi-channel proposition and its shift toward an increasingly Direct-To-Consumer distribution strategy.

"I am extremely excited to join Design Holding," comments **Daniel Lalonde** *"I look forward to harnessing the power of Design Holding's brands and the many growth opportunities that lie ahead, including the recent focus on direct e-commerce and digitalization, the shift to a consumer-centric mindset and the ambition set for the recently launched Joint Venture with Fendi."*

Marco De Benedetti, Managing Director and Co-Head of Carlyle Europe Partners and **Andrea C. Bonomi**, Founder and Chairman of the Industrial Advisory Board of Investindustrial, commented on behalf of the shareholders: *"We are pleased that Daniel has joined Design Holding at this important moment in the Group's history. He brings a wealth of experience and an exceptional track record that makes him the ideal candidate to lead Design Holding as it embarks on the next phase of its growth."*

Design Holding

Design Holding is the world largest group in the high-end design sector, with a cultural heritage of European origin and a global presence, characterized by great geographical diversification, distribution channels and product categories.

Design Holding boasts a catalog full of iconic objects designed by legendary designers such as Achille and Pier Giacomo Castiglioni, Tobia Scarpa, Luigi Caccia Dominioni, Poul Henningsen, Arne Jacobsen, Verner Panton, Philippe Starck, Antonio Citterio, Gaetano Pesce, Piero Lissoni, Naoto Fukasawa,

Konstantin Grcic, Jasper Morrison, Patricia Urquiola, Ronan and Erwan Bouroullec, Michael Anastassiades, Vincent Van Duysen, Nendo, Øivind Slaatto, Alfred Homann, Oki Sato and many others.

Founded in November 2018 and jointly controlled by entities from the two investment groups Investindustrial and The Carlyle Group, Design Holding aims to further grow in the global market, including through acquisitions. The Group currently combines three industry-leading and mutually complementary companies, B&B Italia, Flos and Louis Poulsen, along with their respective subsidiaries, as well as YDesign, US-based e-commerce retailer leader in the US online high-end lighting market. Design Holding recently launched a joint venture with Fendi (FF Design) to further develop the Fendi Casa business.

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