

Design Holding and FENDI announce the launch of the new FF Design joint venture to develop FENDI Casa business

This announcement constitutes a public disclosure of inside information by International Design Group S.p.A. under Regulation (EU) 596/2014 (April 16th 2014).

Milan, May 4th 2021 – **Design Holding**, a global group in the high-end design sector jointly controlled by Investindustrial and The Carlyle Group, and **FENDI**, the Italian luxury brand part of **LVMH**, announce the launch of the joint venture **Fashion Furniture Design (FF Design)** to develop the **FENDI Casa** business. The joint venture will involve Design Holding as majority shareholder.

Thanks to the combination of design development, under the creative guidance of **Silvia Venturini Fendi**, Artistic Director of Accessories and Menswear, and the unique know-how of Design Holding, *FF Design* will integrate all the skills and tools necessary for direct and careful management of the research and product development, marketing and distribution phases. FENDI confirms its commitment to invest in the design, creativity and *savoir-faire* of FENDI Casa furnishing products, through the tradition and innovation typical of the Maison, while Design Holding consolidates its leadership in the international high-end design market.

Alberto Da Passano - former President of FENDI for Europe and Middle East - has been appointed to lead the joint venture in the role of CEO. He will assume the role from July 1st, 2021. The new CEO will be supported by an organisational structure dedicated to the management of activities and the development of the all-round business in the main markets - starting with Asia - and to the integrated development of activities at the digital level. *FF Design* is already developing the **new FENDI Casa collections** which will be released in **January next year** and at the **2022 Salone del Mobile**. They will be available through selective retail and a network of new single-brand shops, which will also aim to offer interior design services and improve the customer experience. FENDI will terminate its collaboration with Luxury Living (operating through Club House Italia), upon the end of its licence at the end of 2021.

Alongside this, a production company created by Design Holding will be exclusively in charge of the production of FENDI Casa branded collections. This company, based in Misinto in Brianza, will be able to enhance the skills of Design Holding in the engineering and production made in Italy for FENDI Casa products.

Gabriele Del Torchio, Chairman of Design Holding, said: *"This new project, in collaboration with one of the world's greatest fashion maisons, makes us very proud. Working with an Italian fashion house synonymous of quality, experimentation and creativity, which admirably combines tradition and modernity, will give our Group the opportunity to grow and further consolidate its presence in international markets. The class and style of Fendi products, combined with Design Holding's leadership in the design market, will make this a winning partnership"*.

Serge Brunschwig, Chairman and CEO of FENDI, states: *"FENDI has been the first fashion House to expand to the design world in 1987 with FENDI Casa collection, and we are now pleased to*

enter a new era for the brand. Through this partnership, FENDI will combine its values and DNA with Design Holding unique expertise, sublimating Made in Italy and craftsmanship."

Cautionary Notice Regarding Forward Looking Statements

This announcement may include forward-looking statements within the meaning of the securities laws of certain applicable jurisdictions. These forward-looking statements include, but are not limited to, all statements other than statements of historical facts, including, without limitation, those regarding the group's future financial position and results of operations, their strategies, plans, objectives, goals and targets, future developments in the markets in which the group participates or is seeking to participate or anticipated regulatory changes in the markets in which the group operates or intends to operate. In some cases, you can identify forward-looking statements by terminology such as "aim", "anticipate", "believe", "continue", "could", "estimate", "expect", "forecast", "guidance", "intend", "may", "plan", "potential", "predict", "projected", "should" or "will" or the negative of such terms or other comparable terminology.

By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors because they relate to events and depend on circumstances that may or may not occur in the future. We caution you that forward-looking statements are not guarantees of future performance and are based on numerous assumptions. Our actual results of operations, including our financial condition and liquidity and the development of the industries in which we operate, may differ materially from (and be more negative than) those made in, or suggested by, the forward-looking statements contained in this announcement. In addition, even if our results of operations, including our financial condition and liquidity and the development of the industries in which we operate, are consistent with the forward-looking statements contained in this announcement, those results or developments may not be indicative of results or developments in subsequent periods.

FENDI

The house of FENDI was established by Adele and Edoardo Fendi in Rome in 1925. The opening of the first FENDI boutique – a handbag shop and fur workshop followed. Soon winning international acclaim, FENDI emerged as a brand renowned for its elegance, craftsmanship, innovation and style. The collaboration with the late Karl Lagerfeld began back in 1965 and lasted 54 years, in 1992 Silvia Venturini Fendi seconded him in the Artistic Direction. In 1994 she is given responsibility of Leather Goods Accessories and then the direction of the Menswear line. In 2000 the LVMH Group acquires FENDI becoming in 2001 its majority shareholder.

In September 2020 Kim Jones is appointed Artistic Director of Couture and Womenswear. Today FENDI is synonymous with quality, tradition, experimentation and creativity.

www.fendi.com

[@fendi](https://www.instagram.com/fendi)

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, characterised by great geographical diversification, distribution channels and product categories.

Founded in November 2018 and jointly controlled by entities from the two investment groups Investindustrial and The Carlyle Group, The Group currently combines three industry-leading and mutually complementary companies: B&B Italia, Flos and Louis Poulsen, along with their respective subsidiaries boasting a catalog full of iconic objects designed by legendary designers. In April 2021 Design Holding entered into an agreement to acquire YDesign, one of the leading digital platforms in the US for e-commerce in high-end lighting and furnishing products.

www.designholding.com

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