



ΚΥΠΡΙΑΚΗ ΔΗΜΟΚΡΑΤΙΑ



ΕΠΙΤΡΟΠΗ ΠΡΟΣΤΑΣΙΑΣ
ΤΟΥ ΑΝΤΑΓΩΝΙΣΜΟΥ

Decision CPC: 55/2019

Case Number 8.13.019.39

**THE CONTROL OF CONCENTRATIONS BETWEEN ENTERPRISES LAW
No. 83(I)/2014**

Notification of a concentration concerning the acquisition of the share capital of Anin Star Holding Ltd by LVMH MOET HENNESSY – LOUIS VUITTON

Commission for the Protection of Competition:

Mrs. Loukia Christodoulou,	Chairperson
Mr. Andreas Karydis	Member
Mr. Panayiotis Ousta	Member
Mr. Aristos Aristeidou Palouzas	Member
Mr. Polinikis-Panagiotis Charalambides,	Member

Date of decision: 11/10/2019

SUMMARY OF THE DECISION

On the 23/9/2019, the Commission for the Protection of Competition (hereinafter the “Commission”) received on behalf of LVMH MOET HENNESSY – LOUIS VUITTON (hereinafter “LVMH”), a notification of a proposed concentration. The notification was filed according to Section 10 of the Control of Concentrations between Enterprises Law 83(I)/14 (hereinafter the “Law”).

The notification concerns a concentration, according to which, LVMH will acquire the share capital of Anin Star Holding Ltd (hereinafter the “Target”).

LVMH MOET HENNESSY – LOUIS VUITTON is a company duly registered under the laws of France and it is the holding company of famous group that is active in the production and sale of luxury items through a portfolio that includes more than 70 luxury brands and more than 4,590 points of sale worldwide.

ANIN STAR HOLDING LIMITED is the Target in this transaction and is new holding company, parent of Stella McCartney group. It has the 100% of Stella McCartney Ltd and Luxury Fashion Luxembourg SA, which wholly owns the other companies in the group. The Company is 100% owned and controlled by Ms. Stella McCartney.

Mrs Stella McCartney, is the owner of the Stella McCartney Group, a British fashion designer who started her own fashion house under her name in 2001. She is creative director and ambassador of the fashion house and other companies.

The Stella McCartney group is a luxury fashion house, with fifty-nine freestanding stores (including four "outlets") worldwide and its collections are distributed in seventy-seven countries. The brand offers women's and men's ready-to-wear shoes, bags and children's clothing. It has also developed, under licensing, optics, lingerie, swimwear and perfumes as well as sportswear under a long-standing partnership with Adidas.

The concentration is based on the Sale and Investment agreement relating to ANIN STAR HOLDING LIMITED (hereinafter the "Agreement") among Stella Nina Willis (Nee McCartney), LVMH and the Target.

The Commission, taking into account the facts of the concentration, has concluded that this transaction constitutes a concentration within the meaning of section 6 (1)(b) of the Law, since it leads to the creation of joint venture, ANIN STAR HOLDING LIMITED, that will perform on a lasting basis all the functions of an autonomous economic entity.

Furthermore, based on the information contained in the notification, the Commission found that the criteria set by section 3 (2) (a) of the Law were satisfied and therefore the notified concentration was of major importance falling within the scope of the Law.

The relevant product market in this case was defined as (a) the market for fashion and leather goods, including accessories; and (b) the market for perfumes and cosmetics. For the purposes of the present case, the geographic market for the aforementioned relevant product markets was defined as the Republic of Cyprus.

Although there is a horizontal overlap between the activities of the enterprises involved, the concentration leads to a combined market share under 15% and there is no any vertical relationship nor neighboring markets between the activities of the enterprises involved.

The Commission, on the basis of the factual and legal circumstances, unanimously decided that this concentration does not create or strengthen a dominant position as there is no affected market and therefore the concentration does not raise serious doubts as to its compatibility with the operation of the competition in the market.

Therefore, the Commission, acting in accordance with section 22 of the Law, unanimously decided not to oppose the notified concentration and declare it as being compatible with the operation of the competition in the market.

Loukia Christodoulou

Chairperson of the Commission for the Protection of Competition