

EVITA PERONI®

STRATEGIC INVESTMENT OPENS THE DOORS TO RAPID CHINA GROWTH

Hong Kong, 30 November 2015

Deichmann & Co. Ltd., owner and manager of global lifestyle brand Evita Peroni, has recently secured pivotal financing from a group of strategic private investors. The backing will usher in an exciting new era of growth for the brand, both in terms of geographical reach and product development.

Founded in Denmark in 1988, Evita Peroni has already expanded beyond its European birthplace and today boasts 150 stores in over 25 countries around the globe. The brand has earned a covetable reputation in the high-end accessories market, creating fashion-forward pieces for the most discerning female trendsetters.

About Deichmann & Co.

Hong Kong-based Deichmann & Co. is the owner and manager of Evita Peroni, a global lifestyle brand offering a fashion-forward range of premium women fashion accessories.

www.evitaperoni.com

Thanks to both the financial support and key resources made available by the new shareholders, Evita Peroni is set on rapid expansion in China and will also be expanding in new channels, including e-commerce and travel retail.

Palazzari & Turries, one of the investors in Deichmann & Co., acted as coordinator during negotiations, guiding them towards a successful conclusion.

About Palazzari & Turries

Palazzari & Turries is an M&A advisory boutique firm with offices in Hong Kong, Milan and Paris, originating, structuring and implementing strategic cross-border or cross-cultural strategic transactions.

Palazzari & Turries is backed by its strategic shareholder, Tamburi Investment Partners (TIP), an investment merchant bank listed on the Italian Stock Exchange.

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