EUROPEAN COMMISSION

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PUBLIC VERSION

Prada S.p.A.
Via Antonio Fogazzaro, 28
20135 Milan
Italy

Subject: **Case M.11995 – PRADA / VERSACE**
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No 139/2004 ([1]) and Article 57 of the Agreement on the European Economic Area ([2])

Dear Sir or Madam,

(1) On 2 September 2025, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation, by which Prada S.p.A. ('Prada', Italy) intends to acquire, within the meaning of Article 3(1)(b), sole control over the whole of Givi Holding S.r.l. ('Versace', Italy). ([3])
The concentration is to be accomplished by way of purchase of shares.

(2) The business activities of the undertakings concerned are the following:

- Prada owns a range of luxury brands, including Prada, Miu Miu, Church's, Car Shoe, Pasticceria Marchesi 1824, and Luna Rossa. Prada designs, manufactures and distributes luxury goods and operates in the eyewear and beauty sectors,
- Versace is a global designer, manufacturer, and distributor of luxury goods.

(3) After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of paragraph 5(d) of the Commission Notice on a simplified treatment for certain concentrations under Council Regulation (EC) No 139/2004. ([4])

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation'). With effect from 1 December 2009, the Treaty on the Functioning of the European Union ('TFEU') has introduced certain changes, such as the replacement of 'Community' by 'Union' and 'common market' by 'internal market'. The terminology of the TFEU will be used throughout this decision.
([2]) OJ L 1, 3.1.1994, p. 3 (the 'EEA Agreement').
([3]) OJ C, C/2025/5003, 11.9.2025
([4]) OJ C 160, 5.5.2023, p. 1 (the 'Notice on a simplified treatment').

(4) For the reasons set out in the Notice on a simplified treatment, the European Commission has decided not to oppose the notified operation and to declare it compatible with the internal market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of the Merger Regulation and Article 57 of the EEA Agreement.

For the Commission

(Signed)
Linsey MCCALLUM
Director-General (acting)
Directorate-General for Competition