V

(Announcements)

PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION POLICY

EUROPEAN COMMISSION

Prior notification of a concentration

(Case M.11180 – PRADA / ZEGNA / FEDELI)

Candidate case for simplified procedure

(Text with EEA relevance)

(2023/C 262/06)

1. On 13 July 2023, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ([1]).

This notification concerns the following undertakings:

— Prada S.p.A. ('Prada', Italy), indirectly controlled by Ms Miuccia Bianchi Prada,

— Ermenegildo Zegna N.V. ('Zegna', the Netherlands), controlled by Monterubello s.s. (Italy),

— Luigi Fedeli e Figlio S.r.l. ('Fedeli', Italy), controlled by Mr Luigi Fedeli.

Prada and Zegna will acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of Fedeli ([2]).

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are the following:

— Prada is active in the luxury sector, in the design, production and distribution of high-end leather goods, bags, shoes, fashion accessories and jewels. It also operates licensing agreements in the eyewear and perfume sectors. Prada is also active in the food and beverage sector,

— Zegna is active in the design, creation, and distribution of luxury menswear and accessories under the Zegna brand, as well as womenswear, menswear and accessories under the Thom Browne and Tom Ford brands. Zegna also manufactures and distributes fabrics and textiles,

— Fedeli is an Italian family business founded in 1934 in Monza, active in the high-end textile industry, and specialises in the production of cashmere and jersey fabrics.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the Merger Regulation. However, the final decision on this point is reserved.

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').

([2]) Fedeli will be jointly controlled by Prada, Zegna and Mr Fedeli. Mr Fedeli does not control other undertakings, nor carry out further economic activities on his own account, and therefore is not considered to be an undertaking concerned under the Merger Regulation.

Pursuant to the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004 ([3]) it should be noted that this case is a candidate for treatment under the procedure set out in the Notice.

4. The Commission invites interested third parties to submit their possible observations on the proposed operation to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. The following reference should always be specified:

M.11180 – PRADA / ZEGNA / FEDELI

Observations can be sent to the Commission by email or by post. Please use the contact details below:

Email: COMP-MERGER-REGISTRY@ec.europa.eu

Postal address:

European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
BELGIQUE/BELGIË

([3]) OJ C 366, 14.12.2013, p. 5.