Prior notification of a concentration

(Case M.8509 — LVMH/Marcolin/JV)

Candidate case for simplified procedure

(Text with EEA relevance)

(2017/C 222/09)

1. On 30 June 2017, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 [1] by which the undertakings LVMH-Moët Hennessy Louis Vuitton SE ('LVMH', France) controlled by Groupe Arnault SEDCS and Marcolin SpA ('Marcolin', Italy) controlled by PAI Partners S.A.S., acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of Newco by way of purchase of shares in a newly created company constituting a joint venture.

2. The business activities of the undertakings concerned are:

— for LVMH: production and sale of luxury goods through a portfolio of over 60 luxury brands and over thousands points of sale worldwide,

— for Marcolin: manufacturing and wholesale distribution of eyewear, notably eyeglass frames and sunglasses,

— for NewCo: design, development, and manufacturing of eyewear products worldwide.

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. Pursuant to the Commission Notice on a simplified procedure for treatment of certain concentrations under the Council Regulation (EC) No 139/2004 [2] it should be noted that this case is a candidate for treatment under the procedure set out in this 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. Observations can be sent to the Commission by fax (+32 22964301), by email to COMP-MERGER-REGISTRY@ec.europa.eu or by post, under reference M.8509 — LVMH/Marcolin/JV, to the following address:

European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
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[1] OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
[2] OJ C 366, 14.12.2013, p. 5.