C/2025/5003

11.9.2025

Prior notification of a concentration

(Case M.11995 – PRADA / VERSACE)

Candidate case for simplified procedure

(Text with EEA relevance)

(C/2025/5003)

1. On 2 September 2025, 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),

— Givi Holding S.r.l. ('Versace', Italy), ultimately controlled by Capri Holdings.

Prada will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Versace.

The concentration is 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. 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 treatment for certain concentrations under Council Regulation (EC) No 139/2004 on the control of concentrations between undertakings ([2]) 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 concentration 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.11995 – PRADA / VERSACE

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

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
([2]) OJ C 160, 5.5.2023, p. 1.

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