



Press release

**Agreement between  
Cacharel – Aeffe Group**

*Cacharel and Aeffe announce today that they have signed a long term partnership agreement for the development of the prêt-à-porter womenswear collections under the Cacharel brand. The first collection, Fall/Winter 2010/2011, will be presented by the Aeffe Group in the showrooms of Paris, New York, Milan and Tokyo starting from January 2010.*

**Paris, 9 November 2009** – Following to the globalization of the markets, Cacharel, a family run business based in Paris, has decided to collaborate with one of the most important international players in the prêt-a-porter sector.

Aeffe, an Italian group specialized in the production and distribution of luxury goods under its own brands and under license, with branches in Europe, in the United States and Japan, has turned out to be the ideal partner for the new direction Cacharel has undertaken for its collections.

**Massimo Ferretti**, Chairman of the Aeffe Group, while expressing his satisfaction with the agreement signed, comments: " I am convinced that thanks to this partnership between Cacharel, with its history full of successes and renewed in its creative identity, and the Aeffe Group, known for its know-how, for its focus on high quality production and excellent customer service, we will be able to make the most of the Cacharel project ".

Both the groups have great expectations for this project.

According to this agreement, Cacharel will be responsible for the creative direction, the fashion shows and communication. The Aeffe Group will be responsible for the production and distribution of the collections.

**Cacharel**, one of the first prêt-à-porter companies, born in the 1960s, quickly became an industrial company. Today Cacharel, a family run company, directly manages the prêt-à-porter collections for women and children, in addition to a number of licensed collections which include fragrances (L'Oréal), eyewear, jewellery, tableware and home furnishings.

**Aeffe S.p.A.**, a company listed on the STAR segment of the Italian stock exchange, is today one of the main international entities in the luxury goods sector. Aeffe S.p.A. operates through manufacturing and distribution of prestigious brands such as Alberta Ferretti, Philosophy di Alberta Ferretti, Moschino, Moschino CheapandChic, Pollini and Jean Paul Gaultier.

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