

Officine Générale Receives Investment from The Untitled Group For Global Expansion

Officine Générale, the Paris-based men's and womenswear label founded by Pierre Mahéo, today announced it has received a significant investment from the Untitled Group, providing capital to fuel the company's next phase of growth. The investment from NY-based Untitled is intended to support Officine Générale's global expansion.

The investment follows a record year for Officine Générale, despite the pandemic, solidifying Mahéo's belief in the resilience of brick-and-mortar stores along with a complementary e-commerce business. In partnership with the Untitled Group, Mahéo plans to expand Officine Générale's business by opening 10 stores over the next three years and investing substantially in the digital business. Currently, Officine Générale has 150 selling points worldwide, of which 50 are in the US. The brand also has 6 flagship stores in Paris and London.

"After an extraordinary year, I am tremendously happy to welcome the Untitled Group, and continue our journey which for me started 8 years ago. I share with Josh and Adam the same values, they have been admirers of Officine Générale for a long time and now they are my partners! Opening stores in the US where we have performed very well since day one was a dream for me, and now it will be a reality very soon."

Untitled, the New York-based investment firm, founded by Josh Rowan and Adam Freed, targets emerging consumer brands in fashion, apparel and related categories. Additionally, BPIfrance, which made an investment in Officine Générale in 2015, has reinvested alongside Untitled, while Pierre Mahéo remains the majority shareholder.

"We are thrilled to be partnering with Officine Générale to unlock this next phase of growth", said Rowan, co-founder of Untitled. "We view this as an opportune time to invest in direct distribution channels, while pursuing a more global expansion strategy. We look forward to working closely with Pierre and his team to support the strategic and creative vision for the brand."

OFFICINE GÉNÉRALE

Launched in January 2012 by Pierre Mahéo, Officine Générale offers a wardrobe of essentials for men and women with precise cuts, designed using the finest materials from Italy, Japan, and England. Clothes for every day, produced ethically in Europe and offered at fair prices.

UNTITLED GROUP

Untitled, led by Josh Rowan and Adam Freed, is a NY-based strategic investor and long-term partner for the next-generation of aspirational consumer brands. Untitled looks to make strategic investments in brands across fashion & apparel, beauty and wellness and digitally oriented retail concepts.

BPIFRANCE

Bpifrance invests at varying stages of the company lifecycle across credit, mezzanine, and equity. Bpifrance supports businesses in product innovation and international growth. With 49 offices worldwide, Bpifrance offers entrepreneurs an intimate, tailored, and efficient approach to help manage their businesses.