

Experienced Capital Partners Takes a 36.5% Stake in Le Slip Français

The investment firm sees strong potential for the French underwear label in the affordable luxury segment.

By Laure Guilbault on October 26, 2016



A visual of Le Slip Français

Courtesy

PARIS — Experienced Capital Partners has taken a 36.5 percent stake in the French underwear, swimwear and accessories label Le Slip Français.

The investment firm was founded by former SMCP, or Sandro, Maje and Claudie Pierlot, executives Frédéric Biousse, Elie Kouby and Emmanuel Pradère. Le Slip Français founder and president Guillaume Gibault remains the main owner, while French venture capital firm 360 Partners — which took a stake in January 2015 — and other shareholders have the remaining shares.

The fresh round is aimed at boosting the label's growth in **France**, expanding it to new markets — two in Europe and two in Asia with a focus on online sales channels — in the next two years, and broadening its product range with a focus on women's wear. The U.S. market is on the radar in the long-term.

"Le Slip Français is an exceptional brand and has the potential to become a leader in its segment. Guillaume Gibault embodies the new generation of French entrepreneurs, who are creating value, and reshaping entire industries with a fresh approach, a natural and down to earth attitude, and a touch of fun," Biousse stated.

The label is anticipated to log revenue of eight million euros, or \$8.7 million at current exchange this year, including 70 percent generated by its online store. Founded in 2011, Le Slip Français currently counts three stores in Paris, and several doors in its home country.

It marks the fifth investment for Experienced Capital Partners. Its recent transaction to buy a stake in French shirtmaker Alain Figaret is expected to complete in January 2017, and it has stakes in men's wear label Balibaris, fashion label Maison Standards and Soeur, having bought EPI Group's 33.3 percent stake in Brion Sisters, the contemporary brand's parent company. "We think we will have three to four new investments by mid-2017," Pradère told WWD.