

PRESS RELEASE

MADE IN ITALY FUND ACQUIRES THE MAJORITY OF GCDS

The private equity fund managed by Quadrivio & Pambianco completes its third investment in the fashion sector and signs an agreement for the purchase of the Italian brand loved by celebrities and Z Generation

Milan, 12th of November 2020

Made in Italy Fund, the private equity fund managed by Quadrivio & Pambianco, acquires the majority of GCDS, a fashion brand founded in 2015 by the brothers Giuliano and Giordano Calza, respectively Creative Director and CEO, who will keep a significant direct stake in the company.

Alongside the entrepreneurs and in addition to the management of Quadrivio & Pambianco, **Patrizio di Marco**, formerly President of Golden Goose and CEO of Gucci and Bottega Veneta, **will sit on the Board of Directors** and co-invest alongside the fund.

GCDS is known for the innovative and disruptive nature of its iconic products, admired and worn by many world-famous celebrities.

This unique style, a product of Giuliano Calza's creativity, celebrates and emphasizes **the DNA of the brand**, which can be defined as a **Social Media Native Brand**, capable of speaking the language of upcoming generations and captivating Generation Z. It is not a coincidence that just as the most recent Fashion Week was launched, GCDS opted for an entirely digital fashion show, using 3D avatars for the presentation of the new collection.

Despite the brand's international and cosmopolitan scope, the collections are entirely made in Italy and are a symbol of the excellence of products made in Italy. The brand also takes inspiration from the Asian world, as a result of the Calza brothers' extensive experience in China. **Giordano Calza, CEO of the company, commented on the investment as follows:** "It is an honor and a pleasure for my brother Giuliano and I to begin this new partnership. It has been a year of strategic decisions and far-reaching changes aimed at expanding GCDS far beyond what it is today. We have built the foundations for a future of controlled, sustainable, and profitable growth. This will lead us to a new exciting and challenging phase for our company, which, thanks to this deal, the experience and help of Patrizio, and the team that will join us, will create unprecedented new opportunities for GCDS, both creative and economical."

GCDS recorded significant growth in 2020 compared to the previous year, despite the uncertainty of the period linked to the Covid-19 pandemic, **reaching a turnover of over 20 million euros in just 4 years**. The company operates internationally with most of its sales generated abroad. The brand is particularly attractive for the Asian market and the collections are now present in over **350 points of sale around the world and in the brand's 7 flagship stores**.

The investment of the Made in Italy Fund aims to further **support the development of the business through the introduction of an omni-channel strategy aimed at strengthening distribution** by favoring the Asian and American markets, **as well as to continue growing the online channel**.

As Alessandro Binello, Group CEO of **Quadrivio Group, who will be the chairman of the Board of Directors, underlines:** "We strongly believe in this investment, which enhances the fund's portfolio in relation to the fashion sector, and which highlights our expertise in the digital field. I believe that GCDS has great potential and that through the development and strengthening of physical and digital distribution channels, it can establish itself internationally among the main contemporary fashion luxury brands. The creativity of the founders, combined with the know-how of the fund's team and the experience of Patrizio Di Marco, will quickly contribute to the achievement of these objectives".

GCDS is the third investment of the Quadrivio & Pambianco fund in the fashion segment, two years after the acquisition of 120%lino, a leading Italian company in the production of linen and natural fibers, and a few months after that of Rosantica, a brand specialized in the production of jewel bags and precious accessories. The fund also plans to complete another investment in the fashion sector by the end of the year.

On the legal and fiscal aspects, Quadrivio & Pambianco was advised by Pedersoli Studio Legale (Avv. Ascanio Cibrario and Avv. Luca Rossi Provesi) and Legance (Avv. Claudia Gregori). The financial and tax due diligence was conducted by EY (Marco Ginnasi and Quirino Walter Imbimbo). The sellers' legal advisers were Chiomenti (Avv. Marco Nicolini) and Simmons & Simmons (Avv. Andrea Accornero), while Lazard (Michele Marocchino) acted as sell side financial advisor.

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Quadrivio & Pambianco

Quadrivio & Pambianco is a company that holds over 20 years of experience in the world of private equity with the best skills in the consulting and lifestyle sectors. Made in Italy Fund is a private equity fund launched and managed by Quadrivio & Pambianco, dedicated to investments in the Fashion, Design, Beauty, and Food sectors. The management team is made up of Alessandro Binello, Walter Ricciotti, David Pambianco, Alessio Candi, and Mauro Grange. To date, Made in Italy Fund has invested in the iconic sectors of Made in Italy, acquiring the majority of 120%lino (www.120percento.com), Mohd (www.mohd.it), Prosit (www.prositgroup.com), Rougj (www.rougj.com), and Rosantica (www.rosantica.com).
Info: www.madeinitalyfund.com

GCDS

GCDS brand was born in 2015 from Giuliano and Giordano Calza's talent. GCDS stands out today for the innovative and disruptive nature of its iconic products, admired and worn by world-famous celebrities. Despite the international and cosmopolitan feel of its garments, the collections are entirely made in Italy and are a symbol of the excellence of products made in Italy. The collections are now present in over 350 stores and in the brand's 7 flagship stores.
Info: www.gcds.it