

MRH

SPAROTICA GROUPÉ

MMXIV



BLANC
DES
VOSGES

1843
PARIS

press RELEASE

2017/11/17 THURSDAY

press RELEASE

HERITAGE FRENCH HOME BRAND BALC DES VOSGES PARTNERS WITH MRH SPAROTICA GROUPE

Vosges, France — Shanghai, China — November 17, 2016 — Blanc Des Vosges and MRH SpaRotica Groupé (“MRH”) today announced a Joint Venture partnership with related Intellectual Property assets in Mainland China. The fifty-fifty JV partnership will leverage the existing MRH vertical and franchise networks, providing a unique platform for collaboration including a dedicated Blanc Des Vosges team.

The partnership with MRH will encompass both offline and online distribution, manufacturing and also launch a series of authentic Blanc Des Vosges retail locations all targeted at Chinese ardent customers. Over ten retail stores and a e-Commerce platform will be developed by end of 2018.

“MRH is thrilled with the addition of Blanc Des Vosges into our millennial driven lifestyle portfolio.” said Richard Kisebo, President and Chief Executive at MRH, “Heritage and pure authenticity is perhaps the strongest factor that provokes emotional connections and brand affinity both globally and in Mainland China. Since its inception in 1843 Blanc Des Vosges has remained family owned, and to date continues to blaze the trail for linens manufactured in the Vosges.” He added “We look forward to expanding on this heritage as we expand into China with a likewise enduring passion, to perpetuate the principle of Excellence in French Manufacturing.”

“I have always been dreaming about being able to bring our French art of living to many different parts of the world so that every home could one day be illuminated by some of our fine home linens, touching people heart and mind.” said Jean Francois Birac, President and Owner of Blanc Des Vosges. “I am proud to see my dream comes true. The strong expertise of MRH will allow us to provide to mainland China the amazing Blanc Des Vosges know-how built by thousands of talented and dedicated employees who have over 5 generations contributed to our DNA : a trendy style, top quality products, excellence in manufacturing and an exclusive positioning that characterizes the French life style.”

FOR MORE

www.blancdesvosges.fr
www.mrhgroupe.com

PRESS

BLANC DES VOSGES
Guillaume Bages
Email: g.bages@blancdesvosges.com

MRH SPAROTICA GROUPE
Roxy Wang
Email: roxywang@mrhgroupe.com

about MRH & BLANC DES VOSGES

Shanghai based MRH SpaRotica Groupé (“MRH”) is a consumer centric aspirational luxury groupé. Our existence is profoundly inspired by iconoclastic / evocative premium fashion brands and ardent customers that lust them. We curate and invest in impactful brands through acquisition and licensing, capitalizing on their longterm value by financing managing and nurturing their growth. MRH focuses on four distinct aspirational luxury sectors including Fashion & Leather Goods, Lingerie & Intimate Goods, Perfume & Body Goods, and Selective Retailing. We directly operates flagship stores, selectively distributes merchandise and operates online retail stores through a network of licensees and franchisees.

Built on Excellence, Blanc Des Vosges has been creating and manufacturing premium French home linens collections since 1843. With passion, we implement our ancestral know-how to create and manufacture innovating products at the cutting edge of the latest trends. Keeper of the Excellence of French art of living, creation is essential for Blanc Des Vosges. We create emotions. Along our collections, we choose to tell a story, harmonize colors, stage new associations to delight and amaze you always more. Blanc Des Vosges has become a key player in the Home linen market. For its exceptional talent, we have been awarded in 2011 of the label « Entreprise du Patrimoine vivant » which recognizes our rare French know-how as well as our strong heritage.

MRH
SPAROTICA GROUPÉ
MMXIV

**BLANC
DES
VOSGES**
1843
PARIS