

SMCP

sandro · maje · claudie pierlot · fursac

 **Reliance Brands**



Press release - Paris, November 30th, 2023

SMCP continues its international expansion and enters in India in partnership with Reliance Brands Limited

SMCP, parent company of the brands Sandro, Maje, Claudie Pierlot and Fursac, is glad to announce its entrance in Indian market in partnership with Reliance Brands Limited (RBL), which becomes the exclusive distributor for Sandro and Maje in the market.

RBL, India's leading purveyor of premium to luxury lifestyle brands, has forged long term exclusive partnerships across multiple sectors with globally recognized *Maisons* such as Bottega Veneta, Tiffany & Co., Valentino, Versace, Armani, Balenciaga, Boss, Zegna to name a few. With a portfolio of more than 90 brands, RBL operates more than 900 four walled stores and an equal number of concessionaire formats, all powered with a unique Omni Channel online presence.

This new partnership illustrates the pursuit of SMCP expansion, currently in 47 countries, in key markets with high potential of growth. Sandro and Maje will open their first stores in the country in 2024.

ABOUT SMCP

SMCP is a global leader in the accessible luxury market with four unique Parisian brands: Sandro, Maje, Claudie Pierlot and Fursac. Present in 47 countries, the Group comprises a network of over 1,600 stores globally and a strong digital presence in all its key markets. Evelyne Chetrite and Judith Milgrom founded Sandro and Maje in Paris, in 1984 and 1998 respectively, and continue to provide creative direction for the brands. Claudie Pierlot and Fursac were respectively acquired by SMCP in 2009 and 2019. SMCP is listed on the Euronext Paris regulated market (compartment A, ISIN Code FR0013214145, ticker: SMCP).

ABOUT RBL

Reliance Brands Limited (RBL) is a subsidiary of Reliance Retail Ventures Ltd and began operations in 2007 with a mandate to launch and build global brands in luxury to premium segments across fashion and lifestyle. Its current portfolio of brand partnerships comprises Armani Exchange, Balenciaga, Bally, Bottega Veneta, Brooks Brothers, Burberry, Canali, Coach, Diesel, Dune, EA7, Emporio Armani, G-Star Raw, Gas, Giorgio Armani, Hamleys, Hugo Boss, Hunkemoller, Iconix, Jimmy Choo, Kate Spade, La Martina, Lenscrafters, Manish Malhotra, Michael Kors, Mothercare, Muji, Paul & Shark, Paul Smith, Pottery Barn, Pottery Barn Kids, Pret A Manger, Raghavendra Rathore, Replay, Salvatore Ferragamo, Satya Paul, Steve Madden, Superdry, Scotch & Soda, Tiffany & Co., Tod's, Tory Burch, Tumi, Valentino, Versace, Villeroy & Boch, West Elm and Zegna. RBL today operates 2,183 doors split into 934 stores and 1,249 shop-in-shops in India. In the past five years, RBL has also invested in building and operating homegrown designer brands besides acquiring the iconic British toy retailer Hamleys. Globally Hamleys has 191 doors across 16 countries.

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