

STYLE CAPITAL becomes a shareholder of RE/DONE

STYLE CAPITAL, the private equity fund managed by STYLE CAPITAL S.G.R., signed an investment agreement to acquire a minority stake in RE/DONE, the Los Angeles, California-based company, recognized as a leader in the emerging upcycled luxury fashion industry.

Los Angeles, California, July 19th 2018 - STYLE CAPITAL, the private equity fund set up and managed by STYLE CAPITAL SGR, signed an investment agreement to acquire a minority stake in RE/DONE through a capital increase in the company, while the remaining shares will still be held by the current shareholders, including the two founders.

Sean Barron and Jamie Mazur founded RE/DONE at the end of 2014 and operate the design, reconstructing, manufacturing and distribution of women's ready to wear. Barron and Mazur started with the idea of collaborating with iconic American brands such as Levi's, Hanes and Champion. Their business is based on the principle of upcycling and reconstructing iconic heritage products to create co-branded new products for the modern luxury consumer. Through these collaborations, RE/DONE has gained credibility and authenticity in categories such as jeans, jackets, tee shirts and sweatshirts. These successful partnerships led to the launch of RE/DONE Originals products as well as a full ready to wear collection.

After only four years, RE/DONE has achieved an international presence through luxury wholesale distribution and its direct-to-consumer, multi-channel approach, including social media, unique marketing activations and outstanding digital strategy. RE/DONE distributes its collection through 230 luxury brick and mortar stores and 20 top-tier online retailers in 27 countries. More than 50% of net sales come from online sales, of which 30% come from shopredone.com.

Barron notes, "we are very excited to partner with STYLE CAPITAL. It not only means having available capital to invest, but also sharing future development plans with a strategic partner with extensive industry and European market knowledge. I am looking forward to working closely with Roberta and her team, as this is a decisive turning point in the growth of our company."

RE/DONE stands out with their communication and distribution strategy through a unique and unconventional business model. The company has built a strong brand identity on sustainability, customization, upcycling and collaboration. RE/DONE is one of the first luxury brands to truly embrace mindfulness and sustainability in the product and culture of the company. RE/DONE is worn by major influencers, including Kendall Jenner, Bella Hadid, Gigi Hadid, Kylie Jenner, Selena Gomez, Beyonce, Emily Ratajkowski, Jennifer Lawrence, Karlie Kloss, Kristen Stewart and Miley Cyrus.

Launched in July 2014 as a direct to consumer brand, RE/DONE opened distribution in 2016 to select luxury retailers worldwide. Revenues have increased over 100% year to year since the launch. The North American market accounts for two thirds of the turnover, while other rapidly-growing markets include the UK, Europe and Japan.

Through the capital increase and its established network in the fashion industry, STYLE CAPITAL aims to support the growth strategy of RE/DONE with particular focus on its international expansion. The company's main expansion objectives are to introduce new collaborations and production categories, further boost direct-to-consumer business through a global digital marketing strategy, expand



wholesale distribution in the UK and Europe, open distribution in China and South Korea, and open freestanding RE/DONE stores in select cities.

CEO of STYLE CAPITAL, Roberta Benaglia, adds, “RE/DONE represents a new challenge for STYLE CAPITAL, as well as our first investment overseas. Through our investment in RE/DONE, we intend to support the company and founders in pursuing its development strategy in coherence with its unique philosophy.”

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