

Polaris divests Designers Company to Design Holding

Polaris has entered into an agreement to divest its majority shareholding in Designers Company to Design Holding, a global high-quality design group jointly controlled by Investindustrial and The Carlyle Group, that brings together industry-leading brands such as FLOS, B&B Italia, Louis Poulsen, Arclinea, FENDI Casa, Maxalto, Azucena and the US e-commerce platform YDesign Group.

Designers Company has developed strongly in partnership with Polaris since the initial acquisition of MENU in 2018 and the subsequent foundation of a design group, which is today comprised of e.g. MENU, The Audo, by Lassen and Brdr. Petersen. During the period, significant progress has been made with a tripling of revenue and earnings.

“Designers Company has created a fantastic business and generated strong results under our ownership, and we are pleased to pass the baton to Design Holding, which is a leading global player within high-end design. Following the strong developments in recent years, Designers Company is ready to reach its full potential on the global scene, and it is a great acknowledgment of management and employees that the company will become part of Design Holding’s global portfolio of high-end design brands,” says Allan Bach Pedersen, Partner at Polaris.

The progress has been driven by a strong management team and significant investments in the group’s brands, product development, marketing, digitalization and sales as well as the formation of an efficient global supply chain. The positive development has been further accelerated by successful acquisitions and integration of strong brands and companies such as by Lassen and Brdr. Petersen as well as the acquisition of global rights to Ib Kofod-Larsen’s designs.

“Polaris has been an active and very competent co-owner and partner, contributing with their full support and valuable sparring about the development of the company. Even during difficult market conditions impacted by the pandemic, we have been able to create a strong platform for Designers Company, and we look forward to developing that position as a global high-end design brand together with Design Holding,” says Danny Feltmann, CEO of Designers Company.

Designers Company is strongly positioned ahead of the ownership change with revenue in the last Fiscal Year ending in September 2021 approaching DKK 400 million (50 €m) and solid growth prospects. Recent years’ results have been generated while the group has completed acquisitions and significantly strengthened its foundation – i.a. in the US, which is now the group’s largest market – meaning that Designers Company today covers a broad spectrum of Danish design icons within furniture and interior design.

“Designers Company has a strong portfolio of iconic designs and products, appealing strongly to the customers we address globally. The company is a perfect fit with its attractive Nordic design expression, which is a strong complementary element in the Design Holding family, and we look forward to accelerating the company’s global ambitions in the coming years,” says Daniel Lalonde, CEO of Design Holding.

The parties have agreed not to disclose the sales price.

For further information, please contact:

Partner Allan Bach Pedersen, Polaris, tel. +45 40 30 24 15



About Polaris – The Power of Partnership

Polaris is a Nordic investment company based in Copenhagen, which invests in and provides capital to well-established medium-sized companies in the Nordics. Since its foundation in 1998, Polaris has raised five funds and obtained capital commitments of EUR 1.7 billion. Polaris focuses on companies with growth and development potential. To date, Polaris has invested in 49 companies and completed more than 92 add-on investments. Polaris currently owns 17 companies with total revenue of over EUR 800 million and around 5,000 employees. More info at www.polarisequity.dk

About Designers Company

Designers Company is the group behind strong international brands such as MENU, The Audo, by Lassen and Brdr. Petersen. **MENU** is a Danish design brand, which sells contemporary furniture, lighting, and accessories in the premium segment to professionals and retail customers in more than 50 countries. The headquarters are located in **The Audo**, which is a hybrid of a showroom, a concept store and a boutique hotel. MENU was founded in 1978 and has around 100 employees who collaborate with talented designers to manufacture quality products rooted in the Scandinavian design tradition. Holstebro-based **by Lassen** represents a strong Nordic design tradition with a large portfolio of Flemming Lassen and Mogens Lassen designs from the '40ies. The acquisition of by Lassen and **Brdr. Petersen** in 2021 supports Designers Company's vision of generating growth by conveying the Danish design tradition to a global audience.

About Design Holding

Design Holding is an international group operating in the global high-end design market, with a cultural heritage of European origin and a worldwide presence, characterised by multi-channel distribution and diversified product categories.

Design Holding boasts a catalogue full of iconic objects designed by legendary designers such as Achille and Pier Giacomo Castiglioni, Tobia Scarpa, Luigi Caccia Dominioni, Poul Henningsen, Arne Jacobsen, Antonio Citterio, Gaetano Pesce, Philippe Starck, Piero Lissoni, Konstantin Grcic, Jasper Morrison, Patricia Urquiola, Michael Anastassiades, and many others.

Founded in November 2018 and jointly owned by two investment groups, Investindustrial and The Carlyle Group, Design Holding aims to further grow in the global market, including through acquisitions. The Group currently combines industry leading and complementary brands, B&B Italia, Maxalto, Arclinea, Azucena, Flos and Louis Poulsen, as well as YDesign, US based e-commerce retailer leader in the online high-end lighting market. Design Holding recently launched a joint venture with Fendi (FF Design) to develop the Fendi Casa business globally. More info at www.designholding.com