

Chargeurs inaugurates Swaine's new global Flagship in London

A milestone to expand the global reach of the brand established in Mayfair, in 1750

- The Swaine House on New Bond Street, a new emporium for accessories showcasing sustainable excellence
- An emblematic location combining retail spaces and features workshops for bespoke leather goods and headwear
- A revitalized offering of sustainable accessories, designed for the personal care, home care and lifestyle segments
- Swaine, serving the British royal family since 1750
- Swaine, supplying the movie industry and Harrison Ford for the latest film in the Indiana Jones saga
- The brand will accelerate its development in Japan by joining forces with the renowned ISETAN SHINJUKU department store from August

Michaël Fribourg, Chairman and Chief Executive Officer of Chargeurs Group, stated: *"The official inauguration of Swaine's new Flagship demonstrates Chargeurs' expertise and ambition in developing one of the world's oldest and most distinguished brands.*

The success of the new product ranges, and significantly its womenswear which is now the main collection, confirms the desirability expressed by a future-facing clientele for creative items which also represent lasting investments in sleek and distinctive products that embody excellence.

Nestled in one of the world's busiest thoroughfares, this new location delivers an authentic experience of British luxury and master craftsmanship.

The brand's appeal, which is confirmed by trend-setting customers, prominent world figures and prestigious film studios, will be reflected in accelerated business expansion in Asia and the United States over the coming months."

A showcase for Swaine's entire range of accessories

Located at 127 New Bond Street, the Swaine House encompasses a combined 700 square meter space with points of sale for leather accessories, hats and umbrellas, as well as a "bespoke orders" area catering to both special requests and exceptional pieces.

The Flagship was designed by French agency Malherbe Design and enhanced by the talents of Chargeurs Museum Studio. It celebrates Swaine's unique craft by providing an opportunity for customers to admire the bespoke creations at its workshops on-site.

Celebrating the commercial success of new products

In recent months, the brand launched a revamped collection of products whose success has led to the re-release of many out-of-stock items, with waiting times of up to several months.

Priced at 2,800 pounds sterling (£2,800), the Bond Girl handbag is now one of the brand's iconic products and serves to spotlight Swaine's legacy in the world of cinema. New small leather goods collections are also highly desirable, as is the case for women's hats and umbrellas.

What's more, the brand's accessories for men were given a commercial boost by the reinvented attaché case and holdall offerings, as illustrated by the successful Indy leather backpack which is priced at 2,900 pounds sterling (£2,900).

Accelerating the expansion of its reach

Swaine is stepping up its business expansion:

- In the United Kingdom, in London, through the inauguration of a new Flagship store on New Bond Street and the success of the Swaine boutique in Burlington Arcade.
- In France, thanks to a new collaboration with Ritz Paris' boutique on Place Vendôme.
- In Japan, with the successful opening of outlets in Tokyo and Osaka, within the Vulcanize and Isetan department stores.

In addition, the digital teams have been strengthened to support the growth in e-commerce, in order to meet growing international demand.

Leveraging the production base

In the last few months, Swaine – whose financial statements will be consolidated in Chargeurs' consolidated financial statements from January 1, 2024 – has leveraged its production base by capitalizing on the acquisition of the Cambridge Satchel brand which has established a site that is dedicated to Swaine products.

2023 Financial calendar

Thursday, September 7, 2023

First-half 2023 results

Thursday, November 9, 2023

Third-quarter 2023 revenue



ABOUT CHARGEURS

Chargeurs is a family-owned entrepreneurial Group and world leader in high value added niche markets. Located in nearly 100 countries with close to 2,500 employees, the Group is organized into two strategic business segments: industrial technologies and luxury.

Benefiting from the long-term strategy of the Fribourg Family Group, its reference shareholder, Chargeurs serves sectors with strong structural growth and expresses its know-how of excellence in the commercial, industrial, marketing and logistics fields. The Group, whose global signature is *High Emotion Technology*, achieved revenues of €746 million in 2022 and celebrated its 150 years of entrepreneurial boldness.

The Chargeurs share is listed on Euronext Paris and is PEA-PME eligible.

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