

KELLERHALS CARRARD ADVISES SHAREHOLDERS OF ANOUK IN THE SALE OF THE COMPANY TO IMPERIAL

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Imperial, a fashion group Made in Italy, announces the acquisition of a majority stake in the Swiss woman's multi-brand fashion retailer **Anouk** from the Rueff family. Founder and CEO of Anouk, François Rueff, will retain a minority stake and remain the CEO of Anouk. Anouk operates 49 stores across all regions of Switzerland and has around 200 employees. Imperial acquires a healthy and stable commercial retail network. Thanks to the new partnership with Imperial, Anouk's customers will be the first to benefit from the latest designs and innovations in the collections of Please, Imperial and Dixie.

The team

Kellerhals Carrard acted as legal advisors to the selling Rueff family. The team included partner Marco Balmelli, senior associates Laura Manz and Sophie Holdt.