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M. 7568 - M1 FASHION / LVMH / PEPE JEANS GROUP

SECTION 1.2

Description of the concentration

1. This notification concerns the proposed acquisition of joint control of Pepe Jeans S.L. including its direct and indirect subsidiaries by M1 Fashion Limited and L Capital Asia 2 Pte. Limited within the meaning of Article 3(1)(b) of Council Regulation (EC) No 139/2004.
2. Each of the parties to the concentration is active, to various extents, in the sale of luxury products. In particular, they are active on the luxury fashion and leather goods (including accessories) segment on a worldwide basis.