

***Case No COMP/M.5256 -
BURANI / 3i / APB***

Only the English text is available and authentic.

**REGULATION (EC) No 139/2004
MERGER PROCEDURE**

Article 6(1)(b) NON-OPPOSITION
Date: 04/08/2008

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COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 04/08/2008
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PUBLIC VERSION

MERGER PROCEDURE
ARTICLE 6(1)(b) DECISION

SIMPLIFIED PROCEDURE

To the notifying party:

Dear Sirs,

**Subject: Case No. COMP/M.5256 – Burani/ 3i/ APB
Notification of 4.7.2008 pursuant to Article 4 of Council Regulation (EC) No.
139/2004¹
Publication in the Official Journal of the European Union No. C 178, 15.7.2008,
p. 26.**

1. On 4 July 2008, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No. 139/2004 by which the undertakings Antichi Pellettieri S.p.A., a company indirectly controlled by Burani Designer Holding N.V. ('Burani', the Netherlands) and certain funds belonging to the 3i Group plc ('3i', UK) acquire within the meaning of Article 3(1)(b) of the Council Regulation joint control of the undertaking APB S.r.l. ('APB', Italy) by way of transfer of assets and purchase of shares in a newly created company constituting a joint venture.

The business activities of the undertakings concerned are:

- for Burani: holding company with subsidiaries active in the luxury goods, food, clothing and cosmetics sectors,

¹ OJ L 24, 29.1.2004, p. 1.

- for 3i: international private equity group,

- for APB: production and distribution of luxury leather goods, in particular handbags and other accessories, under the brand names *Braccialini*, *Biasia*, *Mandarina Duck* and *Coccinelle*.

2. After examination of the notification, the Commission has concluded that the notified operation falls within the scope of Council Regulation (EC) No. 139/2004 and of paragraph 5, subparagraph c of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No. 139/2004².
3. For the reasons set out in the Notice on a simplified procedure, the Commission has decided not to oppose the notified operation and to declare it compatible with the common market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of Council Regulation (EC) No. 139/2004.

For the Commission
(signed)
Philip LOWE
Director General

² OJ C 56, 5.3.2005, p. 32.