

The Autorité de la concurrence unconditionally clears the takeover of Petit Bateau by Michael A. Reinstein (Regent group)

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Background

On 30 September 2025, Michael A. Reinstein notified the *Autorité de la concurrence* of his plan to acquire exclusive control of Petit Bateau. At the end of its examination, the *Autorité* has cleared the transaction unconditionally.

The parties to the transaction

Michael A. Reinstein controls the private equity firm Regent L.P. The Regent group holds investments in companies operating in various sectors, including technology, consumer goods and media. In particular, the group controls DIM Brands International, which sells underwear in France under the DIM brand through a network of specialty and outlet stores, department store concessions and online. The Regent group controls other companies that sell underwear, notably the brands Playtex and Wonderbra.

Petit Bateau designs, manufactures and sells clothing, mainly for children. The company sells its products through a network of company-owned stores, department store concessions, outlet stores and its online store.

The transaction is not likely to harm competition

Considering that the transaction is not likely to harm competition given the limited market shares in the catchment areas concerned and the low competitive proximity between the parties' brands, the *Autorité* cleared the transaction unconditionally.

DECISION 25-DCC-247 OF 23 OCTOBER 2025

on the acquisition of exclusive control of Petit
Bateau by Michael A. Reinstein (Regent group)

See the full text of the
decision (in French)

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