The Autorité clears the takeover of ready-to-wear brand JOTT by L Catterton Europe (BA&SH) company

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On 22 December 2020, L Catterton Europe company notified the Autorité de la concurrence of its plan to acquire sole control of JOTT.

Parties to the transaction

L Catterton Europe is active in the portfolio management of the L Catterton investment fund, which controls several companies active in the mid-range ready-to-wear sector. This fund notably owns the BA&SH brand, which markets mid-range ready-to-wear items, shoes and accessories for women through a network of points of sale in France (own stores, franchisees, corners) and through its online shopping website.

The JOTT Group is active in the retail sector of mid-range ready-to-wear, accessories and footwear for men and women, under the brand of the same name. It markets its products through a network of 85 physical points of sale, through directly operated stores and franchised stores, and through its online sales site.

The proposed transaction is not likely to harm competition

The transaction results in the brands' simultaneous presence in several geographic areas in the retail distribution of women's clothing, accessories and footwear. However, it emerges from the investigation that the combined market

shares of the new entity will remain very limited, as they face numerous competitors in the areas concerned.

The Autorité, which was able to rule out any competition concerns, therefore cleared the transaction without conditions.

> See full text of decision 21-DCC-09 du 19 janvier 2021 regarding the sole control acquisition of JOTT by L Catterton Europe company

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