

Green light to the takeover of 366 La Halle's stores by the Beaumanoir group (Cache Cache, Morgan and Bonobo)

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In particular, the *Autorité* examined whether the acquisition by the Beaumanoir group of another brand active in ready-to-wear (La Halle) was likely to restrict competition in the local clothing and shoes for women and men retail distribution markets, in catchment areas where the parties' stores are present simultaneously.

The *Autorité* noted that, in each of these areas, consumers will continue to benefit from alternative offers to the parties' brands, equivalent in terms of price and commercial positioning. These competing stores - including those of the brands Kiabi, Gêmo, Zara, Bizzbee, Camaïeu, Promod, Mango or H&M - remain in sufficient number to prevent the new entity from being encouraged to increase the price of the items sold or to degrade the quality of products sold in its stores.

The *Autorité* therefore cleared the transaction without conditions.

PRESS RELEASE

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[See the press release](#)