The Autorité de la concurrence clears the takeover of the Cyrillus group by MGA Paris company (Des Petits Hauts and Harris Wilson)

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On 6 April 2021, MGA Paris notified the *Autorité* of its plan to acquire exclusive control of the Cyrillus group.

Parties to the transaction

MGA Paris is active, through the *Des Petits Hauts* and *Harris Wilson* brands, in the retail sector of ready-to-wear clothing and shoes for women and men. The company has 57 points of sale in France and 12 points of sale abroad and has a turnover of more than 50 million euros.

The Cyrillus group, until now regrouped with Vertbaudet, within the company Cyrillus-Vertbaudet group, is active, under its own brand, in the retail sector of ready-to-wear clothing and shoes for children, women and men. It is incidentally active in the sale of decorative items for the home. The group has 54 points of sale in France and 5 points of sale abroad and has a turnover of more than 70 million euros.

The transaction is not likely to harm competition

Considering that the transaction is not likely to harm competition, the *Autorité* cleared the transaction without conditions.

Previous decisions in the clothing sector

Since 2020, this is the 6th decision issued by the *Autorité* in the clothing sector:

- takeover of 366 La Halle stores by the Beaumanoir group (Cache Cache, Morgan, Bonobo)/21-DCC-43
- takeover of 511 Camaïeu stores by Financière Immobilière Bordelaise/20-DCC-172
- takeover of the ready-to-wear brand JOTT by L Catterton Europe (BA&SH)/ 21-DCC-09
- merger of the Oosterdam (Pimkie, Grain de Malice) and Happychic (Jules, Brice, Bizzbee) groups/20-DCC-63
- takeover of the ready-to-wear brand Burton by Thierry Le Guenic (Habitat)/ 20-DCC-158

> See full text of decision 21-DCC-77 regarding the exclusive control acquisition of the Cyrillus group by the MGA Paris company

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