

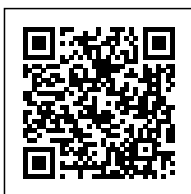
CHALHOUB GROUP ACQUIRES MAJORITY STAKES IN THREADS STYLING

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Luxury retail operator, Chalhoub Group has acquired a majority stake in Threads Styling, a London based digital luxury retailer and personal shopping platform. Chalhoub Group acquired all shares of Threads Styling, with the exception of shares owned by its Founder and CEO, Sophie Hill. Following the acquisition, Threads Styling will continue to operate as an independent entity.

The partnership reinforces Chalhoub Group's digital acceleration drive and investment in digital platforms as well as expands its existing online ecosystem while providing new capabilities and opportunities for customer engagement and personalization. Chalhoub Group's deep customer and market knowledge combined with Threads Styling's high-touch customer experience and online presence will provide higher quality experience to consumers and brand partners and offer exciting developments ahead.

The advisors

[Freshfields Bruckhaus Deringer](#) acted as legal counsel to Chalhoub Group with Rothschild & Co as financial advisor.

The Freshfields team advising on the transaction was led by partner **Pervez Akhtar** (pictured right) and senior associate **Manse Park** (pictured left) with support from senior associate **Maha Osman**, associate **Khaled Al Assaf**, legal consultant **Tariq Saeed**, **Mirabel Anosike**, associates **Aliana Dhanani** and **Max Chapman**, trainee solicitors **Miya Modhvia** and **Chloe Turner**. Finance advice was provided by partner and head of finance MENA **Haris Meyer Hanif**, **Tumi Jegede**, associate **Jeffrey Effah** and senior associate **Tabasam Faqir**.

[Latham & Watkins](#) as legal counsel to Threads Styling with Broadgate Advisors as financial advisor.