



Press Release

Sienna Private Equity with Prima, One Company and Vicenza Mode, Launches Ateliers Veneti: Adding Value to High-End Apparel Manufacturing in Italy

Milan, Italy – March 26, 2025 – Marco Murarotto, Marco Dalla Rovere, and Riccardo Garbossa, with the support of Sienna Private Equity (“SPE”), a value-oriented mid-market European asset manager, announce the launch of **Ateliers Veneti**, a platform uniting three premier manufacturing companies in the Veneto region of Italy: **Prima, One Company**, and **Vicenza Mode**. This strategic aggregation aims to enhance the high-end apparel manufacturing landscape by combining decades of expertise, craftsmanship and innovation under one collaborative entity.

A Platform Rooted in Excellence

Ateliers Veneti leverages over 30 years of combined experience to serve the world’s top brands across key categories, including outerwear, knitwear, jersey, denim and trousers. The platform benefits from three strategically located manufacturing plants within a 40-kilometer radius in Northern Italy, a team of over 90 skilled professionals and long-standing collaborations with more than ten global high-end brands.

The project retains the leadership and expertise of the three founding entrepreneurs. Marco Murarotto, founder and CEO of Prima, will serve as the CEO of Ateliers Veneti, while he and the other two leaders – Marco Dalla Rovere, founder and CEO of One Company, and Riccardo Garbossa, CEO of Vicenza Mode – will continue to oversee their respective companies. Together, they will collaborate at the group level to ensure strategic alignment, drive innovation and address the evolving needs of the high-end market.

Leadership Perspectives

Marco Murarotto, Marco Dalla Rovere and Riccardo Garbossa remarked: *"With SPE's support, we aim to strengthen a manufacturing platform in Veneto, built on ethical principles and sustainability. This consolidation is designed to allow the group to invest in preserving the region's production facilities, safeguarding the heritage of craftsmanship, and passing down expertise to meet the future challenges of our industry."*

Alessandro Fogo, Partner and Head of Italy at Sienna Private Equity, highlighted: *"Ateliers Veneti marks the first deal in Italy for SPE and perfectly represents the type of transaction we aim to pursue. This is a primary and proprietary deal in partnership with outstanding entrepreneurs, with a clear focus on an industrial project and long-term value creation. It reflects our commitment to fostering partnerships that drive growth and innovation in sectors where Italy excels globally."*

Vincent Catherine, Managing Partner of Sienna Private Equity, commented: *"Ateliers Veneti is a perfect representation of SPE's investment philosophy: fostering leadership, driving innovation and preserving the legacy of craftsmanship while providing a pan European development runway."*

About Sienna Private Equity

Sienna Private Equity ("SPE") is a value-oriented mid-market European manager, targeting buy-and-build platforms and high-quality businesses in complex transactional contexts. Founded by Vincent Catherine and Hugo d'Avout, SPE operates from offices in Paris and Milan with a team of eight investment professionals. SPE invests in companies operating in business services, entertainment, niche industrials and healthcare services.

Sienna Private Equity is jointly owned by its partners and Groupe Bruxelles Lambert ("GBL").

About Groupe Bruxelles Lambert

Groupe Bruxelles Lambert ("GBL") is an established investment holding company with seventy years of stock exchange listing and a net asset value of €15.7 billion as of December 2024. As a leading and active investor in Europe, GBL focuses on long-term value creation, supported by a stable family shareholder base.

GBL aims to grow its diversified high-quality portfolio of listed, direct private and indirect private investments. It focuses on delivering meaningful growth by providing attractive returns to its shareholders through a combination of growth in net asset value per share, a sustainable dividend, and share buybacks. GBL is listed on Euronext Brussels (Ticker: GBLB BB; ISIN code: BE0003797140) and is included in the BEL20 index.

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