



# F J BENJAMIN

## **F J BENJAMIN TAKES MAJORITY STAKE IN LUXURY WOMEN'S WEAR LABEL CATHERINE DEANE**

- *Acquisition of rising women's wear label a historic first for F J Benjamin*

**SINGAPORE, 30 August 2010** – F J Benjamin Holdings has taken a controlling stake in Arcangel Limited, a brand development and design company owned by one of London's hottest designers, Irish-born Catherine Deane.

Under the terms of the agreement, F J Benjamin purchased 60% stake in Arcangel for US\$500,000, making Arcangel a subsidiary of F J Benjamin.

Catherine Deane established her eponymous label in London in 2005. Known for her evening, daywear and intricate bridal dresses, she has since grown her brand internationally, and developed an expanding distribution network in the Middle East, North America, Asia and Europe for her creations.

Born in Ireland but raised and educated in South Africa, Ms Deane's designs and creations are influenced by the cultural references from her nomadic lifestyle and her passion for long forgotten craft techniques. She uses luxurious fabrics and textiles which are worked into intricate designs.

Nash Benjamin, CEO of F J Benjamin Holdings, said: "This is a new day for F J Benjamin, being the first acquisition of a brand in the Group's history. We are delighted and excited to have Catherine Deane join F J Benjamin. This acquisition is in line with the Group's strategy to broaden its business base, and is about achieving growth for two companies that share similar values. Catherine Deane is a great strategic fit for our business and it gives us another house brand after RAOUL.

"Catherine herself is a very talented and exciting designer and we see great potential in her work. The growth of her label can be accelerated by tapping into F J Benjamin's larger pool of resources particularly in brand management, marketing and an extensive retail network."

**F J BENJAMIN HOLDINGS LTD**

Co. Reg. No. 197301125N

10 Science Park Road, #04-01 The Alpha, Singapore Science Park II, Singapore 117684 Tel: (65) 6737 0155 Fax: (65) 6732 9616

[www.fjbenjamin.com](http://www.fjbenjamin.com)

With the Group's experience in brand building and its strong expertise in marketing, it is well positioned to develop the full potential of "Catherine Deane" in these markets and beyond.

Mr Benjamin added that he sees "synergetic opportunities" between the two brands, particularly in the areas of creative design, sourcing, production, marketing and brand building. "A second in-house label will give rise to opportunities for economies of scale," he explained.

Ms Deane's designs are well known for their delicate fabrications and crafted detailing, taking reference from antique textile and reworked in a contemporary manner. The label can be seen as arts and craft meeting designer women's wear.

Ms Deane said: "I am very excited about this partnership, it is a great opportunity to work with a dynamic and ambitious organisation of like-minded people at F J Benjamin to fully realise the vision of the brand."

Hollywood actresses Sarah Jessica Parker and Whitney Port are among the celebrities who have worn her creations.

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**About F J Benjamin Holdings Ltd** ([www.fjbenjamin.com](http://www.fjbenjamin.com)) – F J Benjamin Holdings Ltd is a leader in building brands and in developing retail and distribution networks for international luxury and lifestyle labels across Asia. Its portfolio includes fashion and lifestyle brands like Banana Republic, Celine, Gap, Givenchy, Goyard, Guess, La Senza, Raoul, Sheridan, and timepiece brands such as Bell & Ross, Chronotech, DeWitt, Girard-Perregaux, Guess? Watches, Gc, Marc Ecko, Nautica, Rado and Victorinox Swiss Army. It also has an interest in St James Holdings Ltd.

For media enquiries, please contact:

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<b>Catherine Ong Associates</b>	<b>F J Benjamin Holdings Ltd</b>
Catherine Ong Tel: (65) 6327 6088 Email: cath@catherineong.com	Darrell Chan Tel: (65) 6508 7708 Email: darrell.chan@fjbenjamin.com

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