

## **LBO France invests as a majority shareholder in Size Factory, the French leader in men's plus sizes clothes**

**Paris, December 13 – LBO France announces the acquisition of a majority stake in Size Factory, a company specialising in men's plus size fashion, alongside the management team and co-founders. This transaction is the sixth investment of its Small Caps Opportunities II fund, dedicated to the development of French and Italian SMEs. The themes of inclusiveness and circular economy, which are part of the company's DNA, reflect LBO France's ESG and climate commitment. With this transaction, Size Factory intends to expand its retail network in France and in Europe and to strengthen its online presence.**

Since 2011, Size Factory has specialised in men's plus size fashion, first by offering high-end clothing online, then by extending its network of physical shops. Size Factory distinguishes itself from other players thanks to its premium positioning and its wide range of products, made up of both well-known brands and its own brands. The brand is now the leading dedicated e-commerce site and the leading specialist network with 28 points of sale in France, while showing strong profitability.

Size Factory offers a range of clothing from 2XL to 8XL for overweight and tall men, thus meeting a demand that is poorly addressed by traditional players, particularly in the off-line segment. Tall and overweight men find at Size Factory the adapted offer of quality clothing and the personalized advice they need: Size Factory contributes to the well-being and self-affirmation of its customers.

This market segment is currently worth more than 1 billion euros in France, including approximately €600 million in the mid and premium segments that the company is targeting.

### **Strengthening its leadership position in France and duplicate the model at the European level**

With this capital reorganisation, Size Factory aims at expanding its retail network in France and in Europe and thus develop its presence in the overweight and tall man market.

At the same time, Size Factory intends to capitalise on its very high quality of service by reinforcing its omnichannel distribution strategy, which enriches the customer's experience and increases the number of purchasing possibilities.

### **Affirm and amplify its commitment to a circular economy**

This operation should also enable Size Factory to extend its commitment to a circular economy, with the development of a second-hand clothing sales activity. Launched a few months ago, the *Troc Your Size application* allows exchanges between individuals based on a Vinted-like model, and is intended to become the reference application in the large size segment.

Jean-Marie Leroy, Partner in charge of LBO France Small Caps activity, said: *"We are particularly pleased to lead this transaction. Size Factory is a unique player in France, in a market where supply is scarce, and demand is increasingly strong. Indeed, Size Factory contributes significantly to the well-being and self-affirmation of its customers. Size Factory is also committed to responsible and sustainable fashion and is fully in line with LBO France's strategic positioning on ESG and climate challenges"*.

Ambroise Fondeur, CEO of Size Factory since the beginning of 2022 and a personal investor in this fundraising, said: *"We are delighted to open this new chapter in our development alongside a*

*recognised player like LBO France. This partnership opens up exciting new prospects for Size Factory, amongst the consolidation of its presence on the French market and the development of its model in other European countries."*

#### **About Size Factory**

Size Factory is France's leading brand for men's plus sizes. With its e-commerce site and its network of 28 shops, the company exclusively distributes a wide range of major brands and own brands. Its digital and omnichannel strategy has enabled it to achieve steady growth in its business and very high levels of customer satisfaction. The company places CSR at the heart of its model and has already developed a second-hand clothing business. Founded in 2011 and now headed by Ambroise Fondeur, the company employs 100 people and has achieved a turnover of more than €20m during the 2021/2022 fiscal year.

#### **About LBO France**

A pioneer in private equity in France, LBO France is today a leading multi-specialist investment platform with €5.4 billion under management including participating interests in Twenty-First Capital in France and Polis Fondi SGR in Italy. Its investment strategy is based on five distinct segments managed by dedicated teams: Mid and Small Cap LBO, Digital Health Venture, Real Estate and PropTech, Infrastructure Debt, and Listed Investment. For several years, the Company has expanded its activities in Europe, particularly in Italy with teams in Milan and Rome, as well as on the African continent. Wholly owned by its managers, LBO France is one of the founding members of the International Climate Initiative and one of the first signatories of the France Invest charter for parity.

**Find out more:** [www.lbofrance.com](http://www.lbofrance.com)

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