Proskauer

Proskauer Advises Lion Capital on Its Acquisition of DMC Group From BlueGem Capital

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February 13, 2019 (London) – International law firm Proskauer has advised client Lion Capital ("Lion"), a private equity firm specializing in investments in the consumer sector, on its strategic acquisition of DMC Group aimed at expanding Lion's retail portfolio.

BlueGem formed The DMC Group in August 2016 as a consolidation platform for complementary needlecraft brands, beginning with the acquisition of DMC. DMC is the world's most iconic embroidery brand, with a heritage stretching back more than 250 years to its founding in Mulhouse, France in 1746. In 2018 The DMC Group generated over €90 million of sales across 100+ countries.

Lion Capital is a consumer-focused investor passionate about driving growth through strong brands. With offices in Los Angeles and London, the firm's principals have led the investment of €6 billion in over 40 businesses and more than 100 consumer brands across North America and Europe. Lion's focus on market-leading consumer-facing companies has led to investments in such well-known brands including Jimmy Choo, Weetabix and All Saints.

Proskauer's market-leading London private equity M&A team was led by group head Steven Davis who has a long-standing relationship with Lion and has been a key advisor in a number of their most iconic ventures. Steven Davis commented, "Lion Capital is one of the most diverse and sophisticated investors in the market today. This acquisition strategically places them as one of the key players in the European consumer and retail space and we're delighted to collaborate with them as they continue to expand their portfolio."

The cross-border transaction was led by private equity M&A practice head Steven Davis and included associates Adam Creed and Jodie Woollin.

Related Professionals

- **Adam Creed**
  Partner
- **Steven Davis**
  Partner