

# RALPH & RUSSO

Paul Appleton of Begbies Traynor Group and Andrew Andronikou of Quantuma Advisory retained Hilco Streambank to run a sales and marketing process for Ralph & Russo Limited (in Administration), a luxury British fashion brand. This included the world-leading Ralph & Russo brand, a comprehensive intellectual property portfolio, high-end inventory, a boutique presence in the world's fashion capitals and lucrative license and franchise income opportunities.

Ralph & Russo was established in 2006 in London by designer duo Tamara Ralph and Michael Russo. Renowned for producing designs that are contemporary, timelessly elegant and sought after worldwide, the brand is recognised as the height of fashion.

Ralph & Russo was the first UK brand in over a century to be accepted by The Chambre Syndicale de la Haute Couture and counted royalty and A-list celebrities amongst its following, reported to include Meghan Markle, Beyonce, Angelina Jolie and Gwyneth Paltrow.

The brand established and cultivated a hugely diversified clientele from close to 60 countries and had an international store footprint with boutiques located in London (Mayfair, Harrods), Paris, Monte Carlo, Doha and Dubai.

The high-profile sale of Ralph & Russo presented a unique opportunity to acquire one of the world's leading Haute Couture brands and was expected to garner significant interest from prospective buyers. Hilco was well placed to manage such a noteworthy sale, leveraging our experience from both high-profile disposal processes alongside our extensive expertise in the distressed retail sector.

Hilco Streambank led a robust, responsive, and professional sales and marketing process with both international exposure and coverage across UK media. The opportunity was broadcast on the Hilco Streambank website, with social media marketing carried out across various Hilco channels alongside a parallel direct email outreach to Hilco's network of interested parties. Hilco populated and managed a virtual data room and assisted interested parties with their due diligence enquiries throughout the sale.

Ralph & Russo attracted international interest. A number of multi-million pounds offers were received for the business and assets of the Company.

A deal was completed with US investment firm, Retail Ecommerce Ventures, a party introduced to the sales process by Hilco Streambank. Deal terms were not disclosed.

"We are always interested in the sales exercises conducted by Hilco Streambank, and Ralph & Russo presented a particularly unique opportunity to acquire a luxury fashion brand with an impressive heritage. We look forward to carrying this brand forward and continuing its tradition of world-class design."

Tai Lopez, Retail Ecommerce Ventures

"There was a substantial amount of interest from the moment Ralph & Russo was marketed for sale and we are delighted to have secured a deal with Retail Ecommerce Ventures, securing the future of this luxury fashion brand."

Paul Appleton, Begbies Traynor Group

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