



## **NEW DEAL ADVISORS SUPPORTS BLUEGEM IN THE SALE OF DR. VRANJES TO L'OCCITANE GROUP**

Milan, January 04 2024 – New Deal Advisors, an independent firm specializing in advisory services to M&A Transactions has supported Bluegem Capital Partners, a pan-European private equity fund, in the sale of Dr. Vranjes to L'Occitane Group.

Founded in 1983 by Paolo Vranjes, Dr. Vranjes is the leader in the home fragrance sector. With a presence in over 75 countries and a strong network that includes 28 monobrand shops and 650 points of sale, Dr. Vranjes has consistently offered “Made in Florence” experiences through its famous home fragrances, scented candles and a growing line of personal fragrances that are destined to become an integral part of the brand’s prestigious portfolio.

As a pioneer in the high-end sustainable beauty and wellness sector, the acquisition marks a further step in the Group’s strategy to build a geographically balanced portfolio of high-end beauty and fragrance brands.

New Deal Advisors with a team led by Antonio Ficetti Gasco (Partner), has provided Financial Due Diligence services to Bluegem Capital Partners.

\*\*\*

### **New Deal Advisors**

New Deal Advisors is an independent firm specialising in advisory services in M&A. Established in 2012, New Deal Advisors provides support in a broad variety of extraordinary transactions streams including mergers and acquisitions, restructuring, transformation processes, forensic and litigation activities, fairness opinions and valuation services. New Deal Advisors has worked for more than a decade alongside private equity funds, investment holdings, family offices, financial institutions and strategic players achieving to date the finalisation of over 200 deals.