



## **NEW DEAL ADVISORS SUPPORTS LA BOTTEGA IN ACQUIRING A MAJORITY STAKE IN VANITY GROUP**

Milan, April 08, 2024 - New Deal Advisors, firm specializing in advisory services to M&A Transactions has supported La Bottega in the acquisition of a majority stake in the share capital of Vanity Group, an Australian company active in the premium hotel supply business. The deal involves the acquisition of 70 percent of Vanity Group's shares, with an additional option to purchase the remaining 30 percent over the next two years.

Vanity Group, founded in 1980, has been on a path of foreign expansion since the 2000s that has brought the company to its current size in terms of international presence and sales, with a turnover of about 30 million euros. La Bottega's entry into the company's share capital follows its recent investment in Beltrami, a textile excellence in the Seriana Valley (in the province of Bergamo) that specializes in the production of fabrics and linens for luxury hotellerie. Through these investments in Vanity Group and Beltrami, La Bottega Group is committed to the creation of a unique group within the high-end hospitality market, with a total turnover in excess of 160 million euros.

New Deal Advisors with a team led by Lorenzo Lavini (partner), who was supported by Eight International, a global network of which New Deal Advisors is a founding partner has provided Financial Due Diligence services to La Bottega.

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### **New Deal Advisors**

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funds, investment holdings, family offices, financial institutions and strategic players achieving to date the finalisation of over 200 deals.