



COMMUNIQUÉ

AUGUST DEBOUZY ADVISED GROUPE ROCHER ON THE PROPOSED DIVESTMENT OF PETIT BATEAU TO U.S. INVESTMENT FUND REGENT

M&A | 08/09/25 | Julien Aucomte Virginie Devos Alexandra Berg-Moussa Thibaut Amourette Olivier Attias
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August Debouzy advised Groupe Rocher on the proposed divestment of Petit Bateau, the iconic children's clothing brand, to U.S.-based investment fund Regent, a trusted partner in revitalizing heritage brands and an active player across the consumer, industrial, technology, and media sectors.

As part of its strategic roadmap, Groupe Rocher announced today that it has selected Regent as the preferred bidder to accelerate the growth of Petit Bateau. The project has been formally presented to employee representatives.

Regent, a recognized specialist in revitalizing heritage brands

The proposed divestment is based on Groupe Rocher's ambition to propel Petit Bateau into a new phase of growth, supported by Regent's resources and expertise. Regent has a proven track record in the revival of heritage brands such as DIM (France), Bally (Switzerland), and La Senza (Canada). Founded in 2013, Regent is a long-term investor with portfolio companies in Europe, North America, and Asia, operating across the consumer, industrial, technology, and media sectors.

Honoring tradition while looking to the future

"Petit Bateau is a French institution with deep roots in Troyes, renowned craftsmanship, and a cherished place in families' lives around the world. For more than 130 years, its workshops have clothed generations with enduring quality and care. If we have the privilege of becoming its next steward, we will honor this heritage by safeguarding what makes Petit Bateau irreplaceable: its craft traditions, its French spirit, and the trust families place in every garment, so that its legacy continues for generations to come," said **Michael Reinstein**, Chairman of Regent.

A constructive and responsible transition

"Selecting Regent reflects our commitment to securing the best possible conditions for Petit Bateau's long-term development," stated **Jean-David Schwartz**, Chief Executive Officer of Groupe Rocher. "We are confident that Regent will provide the brand with the momentum it needs to achieve its ambitions, while preserving the roots and identity that are its greatest strengths. Throughout the process, we will remain close to the teams to ensure a transition built on dialogue."

Petit Bateau: a vibrant brand with a future-oriented outlook

Petit Bateau's management stands alongside its teams to guide them through this new stage with clarity, attentiveness and proximity. "This prospective handover is a pivotal moment for all of us – because Petit Bateau is far more than just a brand: it is a human adventure, a story woven with passion in Troyes and beyond, across generations. We are approaching this step with responsibility and optimism, drawing strength from our identity, culture and local roots," says Alexandre Rubin, CEO of Petit Bateau. "The renewed momentum is already visible: after returning to growth in 2024, our B2C sales rose by +2.7% in the first half of 2025. E-commerce activity also continues to expand, particularly in France (+5.6%) and Japan (+8.3%). This confirms the vitality of a beloved brand that is alive and confidently looking to the future."

This project is currently subject to consultation with employee representative bodies. No final decision will be made before this process is complete, in full compliance with legal obligations.

The August Debouzy team advising Groupe Rocher included Julien Aucomte (partner), Audrey Thomas (senior associate) and Elina Alfardini (associate) on corporate matters; Virginie Devos (partner) on employment law matters; Alexandra Berg-Moussa (partner), Aurélien Micheli (counsel), and Thibaut Amourette (senior associate) on contractual matters; and Olivier Attias (partner) and Noureen Nhari (associate) on regulatory and compliance matters.

