

PAI Partners to acquire a majority stake in Arlettie

PAI Partners, a pre-eminent private equity firm, today announced that it has agreed to acquire a majority stake in Arlettie, a leading international B2B inventory management specialist for luxury brands, in partnership with its founders Muryel Lanneau and Thibaut Caillemer du Ferrage. The transaction will be made through the PAI Mid-Market Fund II (“PAI MMF II”), PAI’s second fund dedicated to mid-market opportunities, and is expected to close in early July 2026.

Arlettie organises exclusive private sales, staff sales and inventory-clearance events for many of the world’s leading luxury brands. Through a unique omnichannel platform combining physical showrooms in Paris, London, Milan and New York City with a fast-growing global online offering, the company helps luxury brands manage structural legacy stock effectively while preserving exclusivity, confidentiality and brand equity.

Arlettie operates a differentiated, consignment-based and asset-light business model, with long-standing relationships with more than 220 luxury and contemporary brands and a proprietary database of over 120,000 active consumers. The company has grown strongly, with revenue more than tripling in the last four years. This reflects the structural and recurring nature of luxury stock, an increasing tendency among luxury brands to outsource clearance to trusted specialist partners and a shift toward controlled, brand-safe channels.

With PAI’s support, Arlettie aims to accelerate its international expansion, particularly in the United States, further scale its omnichannel platform, deepen relationships with existing luxury partners and onboard new brands across categories and geographies. PAI will also support the company’s continued investment in technology, customer engagement and operational capabilities to reinforce its position as a leading global inventory management platform.

Muryel Lanneau and Thibaut Caillemer du Ferrage, the founders of Arlettie, said: “We are thrilled to welcome PAI as a shareholder in Arlettie. Throughout the process, we were impressed by the team’s professionalism and dedication. We share a common vision for Arlettie and the same ambition to drive the company’s growth.”

Stefano Drago, a Founding Partner in PAI’s Mid-Market Fund, said: “Arlettie has grown to become the preferred partner to the world’s leading luxury brands. The business combines a structurally resilient market position with a compelling growth trajectory, underpinned by strong brand relationships, a loyal consumer base and an established omnichannel platform. We are excited to work alongside the company’s management team to support the next phase of growth, leveraging PAI’s proven expertise in Business Services to accelerate international expansion and further strengthen Arlettie’s multi-channel capabilities.”

About Arlettie

Arlettie is the leading omnichannel inventory management platform for luxury brands, organising exclusive private sales events on behalf of more than 220 active luxury and contemporary brand partners. Operating across showrooms in Paris, London, Milan and New York City, as well as online, Arlettie delivers tailored, data-driven stock clearance events that enable brands to reduce legacy inventory efficiently whilst preserving exclusivity and brand equity. For more information, visit www.arlettie.com.

About PAI Partners

PAI Partners is a pre-eminent private equity firm investing in market-leading companies across the globe. The Firm has c. €25 billion of assets under management and, since 1994, has completed over 100 investments in 13 countries and realised more than €33 billion in proceeds from c. 70 exits.

PAI has built an outstanding track record through partnering with ambitious management teams, where its unique perspective, unrivalled sector experience and long-term vision enable companies to pursue their full potential – and push beyond. Learn more at www.paipartners.com.

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