

Swaine is set to accelerate its international expansion to meet the growing demand for “quiet luxury”

- **Historic entry into Harrods in London**

Swaine, a symbol of British luxury since 1750, is joining Harrods, the UK's oldest and most prestigious department store. A dedicated corner within the luxury menswear collection now showcases its three iconic lines: leather goods, umbrellas, and hats

- **Upcoming opening of the first direct points of sale in the United States and Switzerland**

Swaine is proud to continue its international expansion, starting this summer with a corner at the prestigious Hotel Palace in Montreux, Switzerland. In autumn 2025, Swaine will reach a new milestone by opening its first U.S. location in Beverly Hills, at the heart of Los Angeles' iconic luxury district

- **Exclusive events program in Monaco and Switzerland**

Swaine is launching a private series of product presentations (trunk shows) for highly selective audiences. The first will take place in Monaco in September 2025, in conjunction with the Monaco Yacht Show, followed by a second edition in St. Moritz in February 2026.

Carine de Koenigswarter, President of Personal Goods, stated: “Swaine’s development is part of a long-term investment strategy.

Over the past few years, the house Swaine—continuously present in England since 1750—has strengthened its offering for women, men, the home, and the art of living. In parallel, the establishment of new workshops in England has reinforced its exceptional craftsmanship and its ability to showcase the finest materials in leather goods, hats, and other accessories.

Rooted in over three centuries of heritage, Swaine is now moving closer to its clients' lifestyles and travel destinations through the opening of new retail locations in the United States, Europe, and the Gulf region.

Reflecting the spirit of our brand's reinvention, this selective, targeted expansion is cost-conscious and not driven by a race for scale. Rather, it embodies a meticulous approach, offering high-quality touchpoints dedicated to serving our clients.

The trunk shows we are launching will extend the experience of our flagship store—a privileged encounter with bespoke craftsmanship, even far from New Bond Street.

This commercial strategy is designed to leverage the very specific interest of affluent consumers in quiet luxury brands—those that are discreet rather than ostentatious, valued for their creativity, authenticity, and exceptional quality.”

Swaine: where heritage meets reinvention

With 275 years of history, Swaine—house of authentic British luxury—enters 2025 with renewed international momentum. A series of strategic initiatives affirms its position among the most discerning names in “quiet luxury”.

These structuring developments reflect a distinctive vision: to bring exceptional heritage expertise into dialogue with the expectations of contemporary luxury, through carefully chosen locations and partnerships.

An important debut at Harrods

Since July 5, 2025, Swaine has joined the legendary Harrods, the symbol of refinement and ancestral craftsmanship in the UK. This historic partnership marks the meeting of two centuries-old institutions, united by a shared commitment to excellence.

Now, visitors to the iconic London department store can discover a curated selection of the House’s three core collections—leather goods, hats, and umbrellas—within the luxury menswear section on the second floor. Located in the heart of Knightsbridge, this new showcase perfectly embodies the timeless elegance and quintessential British lifestyle that Swaine has championed since 1750.

Upcoming international points of sale openings

Swaine continues its international expansion with the opening of its first Swiss boutique this summer, located inside the prestigious Hotel Palace in Montreux. Nestled within a landmark destination, the boutique will offer affluent international clientele a range of exclusive products that celebrate the finest in British craftsmanship.

In autumn 2025, Swaine will open its first U.S. boutique in Beverly Hills—one of the world’s most iconic luxury districts in Los Angeles. The U.S. represents Swaine’s largest and most dynamic market and is a major driver of growth and brand influence. This opening also reinforces the House’s deep connection with the film industry, taking place just steps from Hollywood. The boutique will feature an exclusive selection that blends iconic on-screen pieces, timeless classics, bespoke offerings, and a capsule collection of small leather goods available only in Los Angeles.

Exclusive events for a selective clientele

To cultivate confidential proximity with its clientele, Swaine is launching a series of itinerant trunk shows. The first will take place in Monaco in September 2025, at the Hôtel Hermitage Monte-Carlo, in parallel with the Monaco Yacht Show. The second will follow in St. Moritz in February 2026, within the iconic setting of Badrutt’s Palace.

These invitation-only events will offer an immersive experience into the world of Swaine, presenting made-to-measure pieces, to a handpicked selection of international clients and partners.

2025 Financial calendar

Wednesday, September 10, 2025 (*before market opens*)

2025 First-half results

Wednesday, November 5, 2025 (*before market opens*)

9M and Q3 2025 revenue

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Compagnie Chargeurs Invest is a mixed industrial and financial company with a role as an operator and developer of global champions in industry and services, and as an investor with a culture of active portfolio management of high value-added businesses. Active in nearly 100 countries with around 2,600 employees, Compagnie Chargeurs Invest relies on the long-term commitment of Groupe Familial Fribourg, a committed controlling shareholder, and on its portfolio of assets, to meet the major challenges of its markets. Compagnie Chargeurs Invest achieved revenues of €729.6 million in 2024.

The share is listed on Euronext Paris and is PEA-PME eligible.

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