

## **The luxury maison Swaine celebrates 275 years of British craftsmanship excellence**

- **275 years of British elegance, between heritage and reinvention**

Since 1750, Swaine embodies an exceptional legacy in the world of luxury, woven from heritage and innovation. As the oldest luxury house in the world, Swaine upholds English craft excellence at its highest level.

- **A unique year-long celebration in 2025**

To mark its 275<sup>th</sup> anniversary, Swaine is curating a rich program of exclusive events throughout the year, blending heritage, creativity, and the art of passing on tradition. Highlights include:

- A bold visual campaign celebrating the connection between past and present, created by photographer Matthieu Lavanchy
- A special event in collaboration with Daniel Fletcher, artistic director of Royal Ascot, highlighting the historic ties between two icons of British aristocratic etiquette
- A summer launch of a capsule collection featuring rare archive pieces, restored in the house's own workshops, revealing the beauty of the gesture and the nobility of period materials.

**Michaël Fribourg, Chairman and Chief Executive Officer of Compagnie Chargeurs Invest** stated: *"This 275<sup>th</sup> anniversary is more than a celebration – it is a manifesto. At Swaine, we believe in the power of time, the precision of craft, the beauty of materials, and the quiet strength of elegance. Since 1750, our artisans have been shaping objects that endure through the centuries, custodians of soul, culture and deep commitment to excellence.*

*Today, we honor that heritage with pride, but also with renewed ambition: to promote a vision of luxury that unites excellence, responsibility, and modernity. In an increasingly fast-paced world, Swaine stands for a different rhythm – one of timelessness, bespoke craftsmanship, and true exception.*

*The investment of our Compagnie in Swaine, in craftsmanship excellence and creation, is guided by a long-term vision. As we have successfully done with other premier assets such as Museum Studio, we are providing Swaine with the decisive resources needed to establish the maison at a critical scale among the world's quiet luxury brands."*

**Carine de Koenigswarter, Chief Executive Officer of Swaine**, stated: *"Since 1750, Swaine has cultivated the art of time. This 275<sup>th</sup> anniversary, brought to life through exclusive events and unique dialogues throughout the year, does not merely celebrate a prestigious past – it expresses our lasting commitment to excellence, refined craftsmanship, and elegance. Through this celebration, we are expressing our ambition to turn three centuries of heritage into a lever for creation."*

### **A three-century heritage, between tradition and boldness**

Since the 18<sup>th</sup> century, Swaine has combined masterful craftsmanship with a visionary spirit. Originally known as Swaine & Adeney, the house earned acclaim for its exceptional equestrian equipment crafted for the British aristocracy. Early on, it became a trusted supplier to royal circles, eventually being granted the prestigious title of Official Purveyor to the Crown in 1798 – an honor renewed several times over the centuries.

But Swaine's story is not one of tradition alone – it is also marked by a bold capacity for evolution. Expanding its expertise into leather goods, travel accessories, then hats with Herbert Johnson, and luxury umbrellas with Brigg, the house has consistently united precision craftsmanship with a sharp creative edge. Whether it's John Steed's bowler hat in *The Avengers*, the iconic London umbrellas, or the launch of Rayne's new collection of pumps, each piece embodies an elegance designed to stand the test of time.

Today, Swaine celebrates 275 years of a rare kind of luxury – one that dares to reinvent heritage without ever betraying its soul.

### **A year of exclusive events for an exceptional 275<sup>th</sup> anniversary**

To mark this milestone, Swaine is unveiling a unique program designed as a dialogue between heritage, contemporary creation, and the transmission of savoir-faire. Each initiative pays tribute to a lasting vision of luxury – one crafted to transcend time.

Throughout the year, clients and partners will be invited to a series of exclusive events – a sensory immersion into the story of a house where the art of craftsmanship meets the elegance of timelessness.

### **A masterful visual campaign to celebrate 275 years of British craftsmanship**

Throughout the year, Swaine is unveiling, in the pages of the *Financial Times*, an ambitious visual campaign titled "275 Years of British Craftsmanship". Shot by renowned photographer Matthieu Lavanchy – known for his collaborations with major fashion houses – the series pays tribute to the enduring power of artisanal skills. Through compositions that bring together the finest pieces from Swaine's wardrobe and historic works of art, it embodies the transmission of knowledge, the elegance of detail, and the depth of a luxury that stands the test of time.

The house's iconic pieces are set in refined visual dialogues with historical objects drawn from 275 years of British creation: an Oxford bag rests on a Regency rosewood writing desk; a "Cambridge" model weekender echoes the delicacy of a 19<sup>th</sup>-century Chamberlain Worcester porcelain, while a "Pullman" model bag sits beside 18<sup>th</sup>-century Derby candelabra.

### **A pop-up exhibition in the heart of New Bond Street**

From April 30 to May 23, the Swaine House, global Flagship at 126-127 New Bond Street was transformed into a space of dialogue between eras, hosting an exhibition of rare British antiques presented alongside the

brand's signature creations. With a subtle and refined scenography, these historical objects found a natural resonance with contemporary craftsmanship, turning the boutique into a living gallery – a space where heritage meets reinvention.

This ambition takes shape through the creation, at the very heart of the boutique, of a workshop where artisans craft exceptional pieces from start to finish—right before your eyes. A world first for the iconic New Bond Street, offering everyone the rare chance to witness the precise gestures passed down through generations of craftsmen.

### **A dialogue between British institutions: in conversation with Royal Ascot**

On May 20, Swaine hosted a private event gathering clients and partners around Daniel Fletcher, new artistic director of Royal Ascot. Held at the Swaine House, the evening celebrated the shared aristocratic and equestrian legacy of two iconic British institutions. Conversations on the evolution of style and etiquette, live craft demonstrations, and exclusive product reveals shaped an event that embodied Swaine's values and DNA as official supplier of equestrian pieces to the Royal Court of England.

### **A capsule collection of restored vintage pieces**

This summer, the house will unveil an exclusive capsule collection of archive pieces, each one carefully restored in Swaine's workshops. Each item is one-of-a-kind – telling the story of an object once worn, cherished, passed down, and now reimaged with the timeless expertise of the house's artisans.

Each object is a work of ingenuity and refinement—like canes adorned with animal heads carved from precious woods or fitted with hidden measuring sticks, once used to gauge horses during equestrian transactions. Other pieces include noble, finely crafted umbrellas that reveal the richness of materials that have defined the house since its origins.

### **An immersive video series inside Swaine's workshops**

Throughout the year, a series of short films will take viewers inside the heart of Swaine's workshops, spotlighting the gestures, faces, and talents of the artisans behind the brand's emblematic creations – from Herbert Johnson hats and leather pieces to Brigg umbrellas.



### **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

### **ABOUT COMPAGNIE CHARGEURS INVEST**

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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