

Scherrer Brand Sold to JSB International

By Katya Foreman

PARIS — JSB International, a French family-owned group specializing in commercial real estate and international wholesale distribution of luxury goods, has acquired Jean-Louis Scherrer from Dumesnil Group.

The new owner has no intention to reawaken the dormant couture house's ready-to-wear and couture lines. Instead, the aim is to develop the brand's licenses, which have a strong presence in Asia, Bruno Bensoussan, JSB's chief executive officer, said.

Bensoussan declined to disclose figures for the deal, which included the brand's portfolio of six licenses, including eyewear, footwear and men's clothing, for all territories except China. JSB, which does not own any other fashion brands, plans to add a women's wear license by year end.

"We are considering opening dedicated [Scherrer] stores in two to three years' time in key international cities, such as Paris," Bensoussan said.

Designer Parfums, part of Shanel Enterprises Group, which specializes in creating and developing luxury fragrances, owns the brand's fragrance license.

Founded in 1962 by the couturier of the same name, Scherrer's fashion business came to a halt in the years following the departure of rtw designer Bouchra Jarrar in 2007, after just five months in the role.

In the same year, the house's longtime couturier, Stéphane Rolland, left to create his signature couture house, now officially a member of the Chambre Syndicale. Rolland during his nine-year tenure at Scherrer cultivated a high-profile following, including former French First Lady Bernadette Chirac, Suzanne Saperstein and Ivana Trump.

Scherrer's Avenue Montaigne flagship, its last remaining store, was closed in 2009.