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Pull-in, an upscale underwear brand, joins the IMPALA group

Emmanuel LOHEAC, founder of Pull-in, an upscale underwear brand, chose to join the IMPALA group chaired by Jacques VEYRAT.

In keeping with his entrepreneurial spirit, Pull-in finds ways to accelerate its development including with store openings in France and abroad.

"I enjoyed talking with Jacques VEYRAT who immediately understood our brand's genes and wanted to strengthen Pull-in's ambitious", Emmanuel LOHEAC said.

For Jacques VEYRAT: "This investment, with Emmanuel LOHEAC, aims to create a global brand with a French know-how and shared values".

About Pull-in

Created by Emmanuel LOHEAC Pull-in has, for 13 years, changed attitudes towards underwear and swimsuit, bringing freshness and creativity.

Renowned for the quality of its products, the French brand has come a long way since its creation in 2000. It is now at the head of 24 concept stores can be found in 1400 outlets in over 22 countries.

About IMPALA

IMPALA, chaired by Jacques VEYRAT, is a diversified group working four business segments: energy, industry, brands and finance.

True to its investment principles, IMPALA acquires controlling stakes alongside management, without recourse to debt and with ambitious targets for international development.

IMPALA has more than 350 million euros in equity and employs 6000 people in 30 countries, including France, China and the United States.

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