



FOR IMMEDIATE RELEASE

Former Hermes top executive and Van Cleef & Arpels scion join NAGA as senior advisors

NAGA Brands adds Christian Blanckaert and Francois Arpels, two luxury industry veterans as senior advisors.

Hong Kong – May 3rd, 2018 – NAGA Brands (“NAGA”), a Hong Kong based holding company focused on investing and bringing expertise to creative entrepreneurs and consumer brands announced today it recently welcomed Christian Blanckaert and Francois Arpels as senior advisors.

Christian Blanckaert served more than 15 years at the Hermes Group as Executive Vice President of Hermès International and Chairman & CEO of Hermès Sellier. Blanckaert occupied a series of senior positions in the luxury and consumer goods industry including President of Comité Colbert, Chairman of Petit Bateau, a board member of Moncler and currently a board member of Vestiaire Collective, Furla, Yves Rocher and Champagne Piper Heidsieck.

Francois Arpels brings over 25 years of experience in the luxury sector first with his family business Van Cleef & Arpels, followed by various senior positions including Head of Consumer & Luxury Goods at Bryan Garnier investment banking. He currently runs a private equity firm focusing on made-in-India lifestyle and luxury brands, Brands & Beyond, which he co-founded, and advises several brands in South East Asia.

“I have been fortunate to benefit from Christian and Francois’ expertise in the past and we are very happy they accepted to join the NAGA team. Their deep understanding and network in the luxury industry are unparalleled,” said Damien Dernoncourt, CEO of NAGA.

About NAGA Brands

NAGA Brands is a consumer-brands holding company headquartered in Hong Kong, China.

For more information, please visit www.nagagroup.com.

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