



Press release

Maison Berger Paris, a company supported by Argos Wityu, acquires the Carmin Créations start-up.

This acquisition will enable the company to step up its development in the worldwide home fragrances market.

Bourgtheroulde (France), 23 June 2021 – After acquiring Sensorwake (Bescent) and the Devineau group in 2019, creating Emosia in 2020, Maison Berger Paris has now acquired a new start-up, Carmin Créations, specialised in premium candles. Supported by Argos Wityu since 2017, Emosia is an investment held by the Argos VII fund.

Carmin Créations is a recent start-up in the premium decorative candles market, serving a selective network of design boutiques and hotels. The brand works with artisans to offer unique, handmade products, manufactured in Normandy. Carmin Créations turns candles into high-end, decorative objects. In joining the Emosia group, Carmin Créations will contribute new expertise in the ultra-selective market segment.

“The home fragrances brands Maison Berger Paris and Carmin Créations have two things in common: we have unique expertise and our products are made in France. The objective of this acquisition is to enrich our product range by combining our respective skills. Carmin Créations, a start-up founded by Denis Bouleau, makes unique, handmade products and has the range of qualities expected of a Living Heritage brand,” said **Olivier Sillion, CEO of Emosia**.

“I’m very pleased that Carmin is joining a group recognised the world over for its values of quality and excellence. The new group will give Carmin’s products international visibility,” said **Denis Bouleau, President and co-founder of Carmin Créations**.

Emosia is aiming high, and its resources have been strengthened since the Argos Wityu fund invested in the company in July 2017. Among the group’s strategic development priorities is diversifying its product range through its various brands.

“From the outset, we have supported Olivier Sillion and his team in implementing Emosia’s build-up strategy, so that the group can offer a rich and varied product range as well as premium-quality services throughout the world,” concluded **Karel Kroupa, Managing Partner at Argos Wityu**.

Argos Wityu team: Karel Kroupa, François Becque and Shiv Ipour

Argos Wityu

Coralie Cornet
Head of Communications
ccc@argos.fund
+33 1 53 67 20 63

Emosia

Véronik Foucault
+33 1 53 32 28 70
foucault@vianova-rp.com
Chloé Le Corvec
+33 1 53 32 28 58
lecorvec@vianova-rp.com

About Argos Wityu

<http://argos.wityu.fund>

Argos Wityu is an independent European investment fund that supports companies in the transfer of business ownership. It has assisted more than 80 entrepreneurs, focusing its investment strategy on complex transactions with emphasis on transformation, growth, and close collaboration with management teams. Argos Wityu seeks to acquire majority interests and invest between €10m and €100m with each transaction. With €1bn under management and 30 years of experience, Argos Wityu operates from offices in Brussels, Frankfurt, Geneva, Luxembourg, Milan and Paris.

About Maison Berger

www.maison-berger.fr

Leveraging its network of more than 7,000 points of sale in nearly 50 countries, Maison Berger generates annual sales of €100m, half of which derive from outside France. It is also a domestic success story, with 500 employees, five production facilities, two “Living Heritage” brands, an Ecocert certification and an Equovadis gold medal.

About Carmin

carmin-creations.com

Comprised of plant matter and developed in collaboration with partners who share similar notions of responsibility and sustainability, Carmin candles combine traditional and manual production techniques that make each piece unique.