

# LINKLATERS ACTS FOR BC PARTNERS ON PRONOVIAS-LADYBIRD DEAL

*Posted on 19/07/2019*



Category: [Archive](#)



**Linklaters advised BC Partners on Pronovias' acquisition of German bridal fashion company Ladybird.**



Pronovias, 90 per cent of which is controlled by British fund BC Partners, has acquired 100 per cent of Ladybird. The value of the deal has not disclosed.

In July 2017, BC Partners bought 100 per cent of Pronovias from its founder Alberto Palatchi for €550 million.

The team from Linklaters included partner **Alejandro Ortiz** (pictured) and managing associate **José María López**.