

A new leadership at the helm of 727Sailbags

Nicolas Veto and Matthieu Bimbenet respond to the challenge !

Lorient, December 4, 2017 — Since its foundation in 2010 in Lorient (France), at the heart of the « Sailing Valley », a birthplace of ocean racing, by three entrepreneurs passionate about sailing, design and fashion, 727SAILBAGS has increasingly become the iconic ocean-inspired lifestyle brand in France.

Through its collections of premium positioned handbags, luggage and decoration products, and more recently clothing, 727SAILBAGS grants a second life to the sails of a variety of ships, ranging from sailing yachts to the most famous racing boats.

With its 26 employees based in Brittany, this key player of the recycling economy and leader on the market of reclaimed sails in France generates sales revenue of 2,4 million Euros, growing double-digits annually since its beginnings.

Nicolas Veto and Matthieu Bimbenet have just acquired the company in partnership with Anna Beyou, one of its co-founders.

Nicolas Veto – a Franco-American active traveler of 50 – built his career in retail, starting with executive roles in DIY and Sports with Castorama and Decathlon, moving on to Canadian CEO for L'Occitane-en-Provence, eventually becoming Group Executive Director of the cosmetic brand.

Matthieu Bimbenet – a 41 year old “Breton” sailing and gliding enthusiast - worked within the LVMH group, for Céline, Parfums Givenchy and Louis Vuitton, and then lead industrial, marketing and commercial teams in midsize furniture and decoration companies.

“ We were looking for an entrepreneurial adventure with strong ties to the sea, and clearly committed to an ethical and sustainable project. We were immediately won over by a team of passionate people and drawn to elegantly designed products which each have their own story to tell. The brand acts as a real magnet both with its customers and its partners on a growing market ”.

The ambition of the new leaders is to bring the company to the next level, by leveraging on its founding values with the aim to spread the emotion of sailing and ocean racing well beyond its current borders. They will consolidate the retail network in France, add a number of concept-stores to the already existing Lorient and Vannes boutiques, increase 727SAILBAGS presence on the web, and accelerate its international development.

“ We are very enthusiastic about this new start, and are committed to grow this highly aspirational brand with the support of a very driven team! ”.

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