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"title": "Chanel Takes Majority Stake in Paima",

"content" : "Chanel has taken a majority stake in Italian knitwear company Paima, a move that falls in line with a larger pattern of luxury giants looking gain greater control over their supply chains by bringing key third-party companies under their own roofs. “This decision has been motivated by converging interests,” Chanel asserted in a statement, noting that while Paima, which has been a supplier for the French fashion brand for 25 years, “has seen its development accelerate in recent years, it seemed appropriate to have a solid partner to help it grow [further] and invest.” More than that, Chanel revealed that the investment “provides a more sustainable collaboration framework by continuing an already established relationship.",

"reference" : [],

"outerlink" : [{

"name": "[a larger pattern of luxury giants](https://www.thefashionlaw.com/fashions-notoriously-controlling-luxury-brands-are-bringing-digital/)",

"url": "https://www.thefashionlaw.com/fashions-notoriously-controlling-luxury-brands-are-bringing-digital/"

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