Haeres Capital hires operating partner to set up luxury division

By Dominique Muret - 15 October 2021

Haeres Capital, the Swiss private equity firm owned by Philippe Camperio that bought legendary Italian hat-maker Borsalino in 2018, via its Haeres Equity company, has appointed Jérôme Macario as operating partner. “Thanks also to this appointment, [Haeres Capital] intends to build a boutique investment division focusing on aspirational brands in the luxury lifestyle sector,” said Haeres Capital in a press release.
After studying auditing and finance at the Kedge Business School, and obtaining an MA in international financial analysis from Newcastle University in the UK, Macario, 47, began his business career with the Auchan-La Rinascente group in Milan in 1997. In 2000, he moved to Paris to join Carrefour, where he held various positions in the finance department.

In 2007, he joined the Kering luxury group as financial controller, and three years later was appointed controlling manager of the Gucci group, formerly the Kering luxury division, in Florence. Back in Paris in 2012, Macario was appointed Kering’s financial control deputy director, and in 2014 he was named CFO of Brioni. In 2020, he left the group to head Italian communication and event management company Triumph Group International.

Haeres Capital was founded in 2011, and is an investment specialist focusing on acquiring and managing lifestyle brands. In addition to Borsalino, Haeres Capital notably bought long-established Swiss hosiery company Fogal, and has managed a luxury property project in the Côte d’Azur. It is currently negotiating with three brands with a view to adding them to its portfolio in the near future.

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