

News

BCLP ADVISES ALLIBERT ON THE SALE OF ITS BRAND TO AURLANE

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BCLP advised Allibert, a French bathroom furniture manufacturer to bathroom solutions specialist company Aurlane.

Aurlane has acquired Allibert, founded in 1930 and renowned for its expertise and innovation. Despite being well-established in its ecosystems and regions, The Allibert Group has faced significant challenges in recent years due to difficulties in the finishing sector of construction and a decline in consumer spending. Confronted with low-cost competition from manufacturers – particularly in Eastern Europe and Turkey – as well as rising supply and energy costs, the group was placed into judicial liquidation in July 2025.

Through this acquisition, Aurlane aims to preserve Allibert’s historical identity while injecting new momentum. In the short term, the goal is to sustain Allibert’s iconic product lines and restore consumer interest and trust in the brand. In the medium term, Aurlane plans to relaunch the brand with new collections aligned with current consumer expectations.

This acquisition reflects Aurlane’s ambition to strengthen its position in the European bathroom market. It will allow the group to expand its product offering—particularly in the bathtub segment—and clearly differentiate its brands: Aurlane as the leader in stylish and accessible shower enclosures, and Allibert as a premium brand. The group anticipates a 10 to 15% increase in overall revenue as early as next year, with the ambition to significantly grow its market share in the BENELUX region. Aurlane will also handle requests from former Allibert customers regarding retained product lines and is considering future recruitment to support brand development.

The BCLP team advising Allibert included Partner **Didier Bruere-Dawson**, Counsel **Marie Gicquel**, and Senior Associate **Noé Couturieux** on restructuring aspects, and Counsel **Pierre-Emmanuel Frogé** on intellectual property matters.

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