

Press Release

PLUTA restructuring expert Florian Zistler sells Menrad brands to Design Eyewear Group

6 June 2025 · Ulm, Germany · Business Area: Insolvency Administration

Insolvency administrator Mr Florian Zistler from PLUTA Rechtsanwalts GmbH has sold the entire inventory and key brands of eyewear manufacturer Menrad to Design Eyewear Group from Denmark. The relevant parties signed the purchase agreement today. Design Eyewear Group will also keep on ten Menrad sales representatives.

The transaction includes the Jaguar, JOOP! and Morgan brands, which account for a large part of Menrad's turnover. Design Eyewear Group will take over the design, production and distribution of the eyewear brands in the future. Constructive talks are also underway with the licensors of other Menrad brands.

PLUTA attorney Mr Florian Zistler said, "We have had good negotiations over the past few days. With Design Eyewear Group, we have found a buyer who has made the best offer under the given circumstances. This is an important milestone and a partial success in challenging proceedings. We have thus achieved the best possible outcome from the creditors' perspective."

Insolvency proceedings for the assets of Ferdinand Menrad GmbH + Co. KG were opened at the end of May 2025. The Local Court of Aalen appointed attorney Mr

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PLUTA expert



Florian A. Zistler

Rechtsanwalt,
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Dennis Stroh

Wirtschaftsjurist

About PLUTA

PLUTA assists companies facing legal and financial challenges. The firm provides support for reorganisations and transactions and helps companies to restructure and maintain their operations in crisis and insolvency situations. If necessary, PLUTA restructuring experts may also assume leadership roles in other businesses. Since the company was founded in 1982, PLUTA has constantly grown and today has a staff of approximately 500 employees in Germany, Spain and Italy. More than 290 business and management experts, attorneys, business lawyers, tax consultants, public auditors, certified accountants, economists, banking and bookkeeping experts, engineers and insolvency administration specialists, many with multiple qualifications, ensure practicable and economically sound solutions. PLUTA is one of the top restructuring companies, as demonstrated by rankings and awards from INDat, JUVE, The Legal 500, Who's Who Legal, brand eins, Wirtschaftswoche and Focus. Further information is available at www.pluta.net.

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Florian Zistler from PLUTA Rechtsanwalts GmbH as insolvency administrator. He had already been acting as provisional administrator. As no investor was prepared to acquire the entire business, Mr Zistler recently held talks with potential investors. The focus was on Menrad's trademark rights, which had attracted interest from several parties.

In addition to attorney Mr Florian Zistler, the PLUTA team includes business lawyer Mr Dennis Stroh (LL.M.) and business lawyer Mr Nico Kwiatkowski (LL.B.). Attorney Mr Martin Jungclaus supported the drafting of the purchase agreement, while attorney Dr Karl-Friedrich Gulbins provided assistance on matters of employment law.

Menrad, a family-owned company headquartered in Schwäbisch Gmünd, was active in the eyewear business for more than 125 years and was one of Europe's leading manufacturers in the industry. The company specialised in prescription frames and sunglasses of the highest standard. Menrad products are available in over 100 countries on all continents.

Strategic acquisition

Design Eyewear Group, a leader in premium eyewear with over 50 years of experience, develops and distributes nine distinctive brands – including FACE A FACE, WOOW, Pro Design Denmark and William Morris London – through quality opticians worldwide.

CEO Mr Lars Flyvholm said, "This acquisition marks a strategic milestone for us. Menrad, a respected heritage



Martin Jungclaus

Rechtsanwalt



Dr. Karl-Friedrich Gulbins

Rechtsanwalt, LL. M. (UoL)

Further information about PLUTA and the contents of these Press information you will find under www.pluta.net

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brand in German eyewear, along with the globally recognised lifestyle names Jaguar, JOOP! and Morgan, presents a strong opportunity to grow our presence in core markets across Europe, APAC and North America – both with existing partners and new customers.”

Design Eyewear Group was advised on the transaction by attorney Dr Hans Konrad Schenk, partner at GRUB BRUGGER Partnerschaft von Rechtsanwälten mbB.

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