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Prada Sells Helmut Lang To Link Theory Holdings

By Amanda Kaiser

Prada Group said Friday it has agreed to sell the Helmut Lang brand to Tokyo-based Link Theory Holdings Co. Ltd. The announcement confirms a report in today's WWD that Prada was planning to sell the brand to a Japanese company.

Neither company is releasing a transaction price. Prada shuttered the Helmut Lang business last year and Link Theory is buying nothing more than the trademark name.

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