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Class Editori acquires 51% of TV Moda

Class Editori has acquired 51% of TV Moda from its two founders, Giovanni Muciaccia and Giovanna Coletti. TV Moda is the television production company which publishes the channel of the same name, broadcast on number 812 of the Sky platform. Since 2005, TV Moda has been the television channel dedicated entirely to the world of Italian fashion and its protagonists. In addition to its own channel, the company also produces content for other television networks and organizes targeted events such as the International Fashion Show, the last edition of which included a fashion show with leading Italian and international stylists, and was held in Piazza Scala in Milan and broadcast by 50 international TV stations. Muciaccia and Coletti (who is better known to the public by her artistic name, Jo Squillo) will continue to be shareholders in the company, at 49%, and managing directors at the company. The evaluation of the company was based on the turnover of the last three years, and 80% of the payment was made through newly-issued Class Editori shares.

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