

Insights for Driving Success

Joe's Jeans was a publicly traded designer fashion brand that sold premium apparel products. The company was in distress after taking on significant debt to acquire a competitor brand and simultaneously faced a decline in the broader jeans market. Carl Marks Advisors' was engaged as chief restructuring advisor and exclusive investment banker to Joe's Jeans based on a successful track record in the retail sector and experience in restructuring distressed apparel brands.

Carl Marks Advisors' Investment Banking and Consulting Teams Working Together to Maximize Value



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In this video Evan Tomaskovic, Partner at Carl Marks Advisors, discusses the Joe's Jeans engagement and highlights how the firm's combination of industry, operations, and transaction expertise creates effective solutions in complex situations. In this case, merging two apparel brands required a cohesive strategy to ensure the smooth integration of differing cultures, operations, and processes, as well as to realize possible synergies.

You may also be interested in:

- [Joe's Jeans Engagement: Case Study](#)
- [Having Your Cake and Eating It Too – Getting Both Liquidity and Upside in the Sale of Your Company](#)
- [Complex International Out of Court Debt for Equity Exchange](#)

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