



**CRUMBLING
CONFIDENCE**
THE WORLD
BANKING CRISIS P4-5

OUT OF AFRICA
EX-AVIVA BOSS RICHARD HARVEY,
THE BUSINESS INTERVIEW P7

20.07.08

THE SUNDAY TIMES
timesonline.co.uk/business

Section 3

BUSINESS



Sale suspended for Myla

THE upmarket lingerie brand Myla has cancelled plans for a sale and instead raised £2.7m to finance continued expansion.

The group, which had been up for sale since December, has raised the fresh funds from existing shareholders and a new private investor.

Its backers will be buoyed by recent trading. Despite the economic gloom, like-for-like sales were ahead 34% for the 40 weeks to July 5.

The Sunday Times revealed in December that Myla had received approaches after the sale of rival brand Agent Provocateur to 3i, the private-equity firm. Analysts estimate Myla is worth £20m to £25m.