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For Immediate Release

LE DEAL

**How A Young American, In Business, In Love,
And In Over His Head, Kick-Started A Multibillion
Dollar Industry In Europe**

By J. Byrne Murphy

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LE DEAL “is Mr. Murphy's picaresque memoir of a decade of dealmaking in Europe . . . (as he tries) to bring a fresh idea to a place not exactly ready for it. It is a tale fraught with frustration and filled with insight. –Matthew Kaminski, *The Wall Street Journal*

**LE DEAL, Byrne Murphy’s Classic Memoir of Building a
Billion-Dollar Business in Europe, is Finally Available in Paperback,
Ready to Inspire a New Generation of Entrepreneurs**

Since its original publication more than a decade ago, J. Byrne Murphy’s captivating memoir, **LE DEAL**, has inspired countless entrepreneurs to follow their dreams. Required reading in many business school courses, **LE DEAL** (Lyons Press, March 2021) is available for the first time in paperback, providing countless lessons for a new generation of entrepreneurs and business leaders. With a Foreword by William Conway, Jr., co-founder of The Carlyle Group, and an updated Prologue by the author, **LE DEAL** remains the go-to playbook for people seeking to launch innovative companies and brands.

Murphy begins his story in 1992, when he risked every penny to move his wife and baby to Paris to introduce a revolutionary concept in Europe – upscale, designer outlet centers. He believed that this was a win-win situation for all. In addition to helping up-market brands such as Polo, Armani and Versace sell left-over, end-of-season stock, the outlet centers would be located outside of major cities, so as not to compete with the traditional downtown retailers. He believed the centers would attract millions of shopping visits per year to the towns where they were situated, providing thousands of jobs in the process.

More

What Murphy did not count on were the incredible obstacles he needed to overcome in his quest for success. Most people would have given up right at the very start: just days after moving to France, the prime minister declared a moratorium on all new retail development. Murphy's venture seemed to be snuffed out before he even started.

But Murphy refused to quit. He and his partners chose the historic town of Troyes for the first outlet center. When the town fathers blessed a certain site for his project, it meant that he was forced to buy strips of land from thirty-six different owners, each with a separate agenda and conflicting demands. He then spent a harrowing year circumventing political subterfuge and blackmail attempts in his efforts to secure the local approvals required.

Two years into the project, with an investment of tens of millions of dollars at stake, and with his family's USA house and meager bank accounts on the line, the permit was finally granted. Relieved, Murphy was ready to break ground when French politics got in his way again. For reasons having to do with Jacques Chirac's desire to win the impending presidential election, the prime minister's office decided to appeal the regional zoning approval. Murphy fought the challenge and the office of the prime minister, all the way to the French Supreme Court – and won. Opening day at the Troyes outlet center was one of the greatest triumphs of his career.

But the challenges weren't over. In Germany, his company was the victim of a ruthless political ambush by the soon-to-be Chancellor, Gerhard Schroeder. In Italy, Murphy was the target of menacing overtures ("Is this the Mafia?") of a would-be partner. Conversely, in the United Kingdom, he and his partners were eventually welcomed by nearly the entire Royal Family, right up to Her Majesty, Queen Elizabeth II.

Murphy's drive and entrepreneurial spirit are an inspiration for anyone who wants to try something new. Despite challenges, threats, and attempted blackmail, he and his partners launched eleven successful outlet centers, containing 1500 stores, across Europe. Murphy learned to appreciate the history, people, and customs of a dozen countries, while

figuring out how to grapple with the zoning laws, governments, and restrictions imposed by each. More importantly, his company created nearly 8,000 jobs and attracted 40 million shopping visits per year. In the end, Murphy and his colleagues launched more than a new company, they created an entire new industry. With its incisive details about living and working in Europe, Murphy's **LE DEAL** is a spirited *tour de force* of vision, guts, and determination. As the *Midwest Book Review* observed, it's "a real life case study that combines a fascinating personal story with entrepreneurial and corporate insights that will well serve any who aspire to engage in commerce abroad . . ."

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ABOUT THE AUTHOR

J. Byrne Murphy is the Founder and Chairman of the award-winning company DigiPlex, the largest operator of data centers in the Nordic countries and known as having some of the most sustainable centers in the world. Harvard Business School will publish a case study about the company.

His book **LE DEAL** focuses on his earlier experiences as co-founder of McArthurGlen, the developer/owner of the first fashion designer outlet centers in Europe. During his tenure, McArthurGlen projects were launched in eight countries, eventually creating billions of dollars in asset value and creating over 8,000 jobs.

Murphy also developed Europe's first private residential club, Palazzo Tornabuoni, by partnering with the Fingen Group to renovate the 15th century Medici palace in Florence, Italy. A full city block, Palazzo Tornabuoni contains luxury retailers, offices, and restaurants as well as residences. Harvard Business School published a case study about project in 2016.

Byrne Murphy has won numerous business awards and honors. Among them, he was named by Data Economy magazine as one of the world's "Top 25 Finance and Investment Movers and Shakers." InsightsSuccess magazine named him one of "The 30 Most Inspiring Entrepreneurs of 2018. Murphy graduated cum laude from Harvard College and received his MBA from University of Virginia.

LE DEAL is available at Amazon by clicking [here](#). For additional information visit: www.ledeal.org.