

GANT

GANT takes control of its German operations

GANT is transforming one of its strongest markets into a subsidiary, following the acquisition of Duetz Fashion GmbH/ Duetz Einzelhandel GmbH.



October, Stockholm, Sweden

Over the past 23 years, Coen Duetz has built the GANT brand with great passion and knowledge, securing steady growth and making the German market one of GANT's strongest.

"Acquiring the German market is key to taking our brand to the next level," says GANT CEO Patrik Nilsson. "We have chosen to incorporate the German market with the Swiss and Austrian subsidiaries, creating GANT DACH; a strategic decision that will help establish a strong foundation in this important region of Europe, furthering the GANT brand. This is a major step in achieving our goal of becoming the world's leading lifestyle brand by 2020"

As of January 1st 2018, GANT DACH will become a part of GANT AB, and thereby join Sweden, UK, France, USA and Benelux as subsidiaries.

Peter Hoever will assume the role of Managing Director and Wolfgang Lohe will become the Wholesale Director for GANT DACH.

"I want to personally and warmly thank Coen Duetz and his whole team for the tremendous work they have done for the GANT brand", Patrik states. "Thanks to them we have an excellent position to further expand from. With Peter, Wolfgang and their teams in place, coupled with our Never Stop Learning mindset and increased investments, we have no doubt that we will continue to win the consumer."

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