

ODLO International AG enters into agreement to acquire iconic British Sailing Brand Henri-Lloyd

(Oslo, Norway – July 4, 2022) – Today legendary performance brand ODLO has announced that it will acquire the 60-year-old British sailing brand, Henri-Lloyd. The acquisition comes months after ODLO announced the acquisition of Janus – a merino clothing manufacturer – and solidifies the brand’s commitment to growth and scale through acquisition across their portfolio.



“We are excited about including Henri-Lloyd into our family of brands. It is an iconic brand with a proud history. Together with ODLO we aspire to further expand its product range and geographic footprint,” said Hugo Maurstad, Chairman of the Board, ODLO. *“Henri-Lloyd and ODLO are both companies that originated from technical innovations in outdoor sport apparel and they will complement each other going forward.”*

Sixty years have passed since founder Henri Strzelecki set out on his journey to create the world’s best and most durable waterproof clothing. A visionary whose ideas were matched by his determination, Strzelecki created several world-firsts within technical clothing that have today become industry standards. These include seam taping garments for waterproofing and the invention of the nylon non-corrosive zip.

These innovations have helped Henri-Lloyd enjoy an unrivalled worldwide reputation for quality.



“By leveraging ODLO’s comprehensive infrastructure, we can concentrate investments towards the Henri-Lloyd brand and its customers while progressing on the ambitious sustainability agenda of all brands within ODLO International,” added Knut Are Hogberg, ODLO CEO. *“We warmly welcome the Henri-Lloyd team to the ODLO family and look forward to working together going forward.”*

Henri-Lloyd are proud technical clothing partners of both SailGP Team GBR and INEOS Britannia. It looks forward to continuing to develop those exciting relationships.

The Henri-Lloyd team will remain located in the UK in its home city of Manchester but will collaborate closely with the ODLO group in the future development of the brand and a new generation of innovative products.

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“The acquisition of Henri-Lloyd by ODLO opens up tremendous opportunities for the brand to reach its true potential to the benefit of all shareholders, both current and future,” added Hans Eckerström, Chairman of the Board, Henri-Lloyd. *“Joining a family of successful companies that share values and goals will accelerate our growth. Most importantly that journey will be based on quality, innovation and striving for sustainability – principles that the Henri-Lloyd team hold dearly.”*



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About ODLO

ODLO engineers long lasting and largely sustainable technical apparel for active, passionate people. Simple as that. All seasons. Every environment. Our clothing is designed in Switzerland from the inside out, iterating on an industry-defining approach to layering we created 75 years ago, and applying that same standard of precision to everything we make. Outside or in. Fast or slow. From base layers and beyond. We’re extremely proud to fuel the active lives of people in nearly 40 countries around the world. And to them we say, keep going.

About Monte Rosa Capital (MRC)

MRC is a Privately owned Investment Firm focusing on investing in and support the development of exciting businesses. Its primary focus is Sport & Leisure and Health. MRC invest from offices in Oslo, Norway and Zuos, Switzerland. Current holdings include Odlo, Janus, D-Fetch, Messtech and Dignio.

Henri-Lloyd Group AB was advised by Castlegreen Partners (M&A) and by Taylors Solicitors (legal). Monte Rosa Capital was advised by Goodwin Procter (legal)

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