

Changing Tack in a Changing World. **No more middlemen** will reduce prices by 40% plus.

- Pioneering British Brand Henri-Lloyd's new business model "cuts out the middle-men"
- From design to delivery, exceptional quality products at affordable prices without the traditional mark up
- Offers a direct and personal customer experience

Henri-Lloyd are following their heritage of innovation by fundamentally changing the way they sell to their customers. By launching a radical new business model that comes into place from today, customers will now only be able to buy Henri-Lloyd product through the brands own distribution channels.

By cutting out all third-party distributors and retailers they are cutting out the downstream segment of 'middle-men' that inflate retail prices. The multi award winning British brand is creating a direct to consumer model that means customers can permanently enjoy the same exceptional quality products at significantly more affordable prices worldwide. Essentially by selling directly, Henri-Lloyd will be able to give back to their customers who will benefit from the new retail model.



2019 Clothing Innovation of the Year Award Winner Fremantle Collection created and produced in Henri-Lloyd's own European Product Centre from the high performance Gore-Tex® Pro fabric.

Items such as the award-winning Innovation of the Year Freemantle Hooded Jacket will retail for 4500SEK compared to a traditional RRP of 8000SEK. The iconic Consort RWR jacket, originally designed to protect explorers and pioneers against the worst of the weather, will sell for 2500SEK instead of 3450SEK. Whilst the 100% recycled Mav HL Mid Jacket, modelled by the most successful Olympic sailor in the world, Sir Ben Ainslie, will be available for 950SEK, instead of 1500SEK.



Sir Ben Ainslie Chief Technical Officer & prominent shareholder wears MAV MID Zipped Hoody featuring 100% Recycled polyester which creates a new life for 17 pre-used 1.5Litre PET bottles.

Chairman and main shareholder, Hans Eckerström, on evolving in the current climate, *“I find it very exciting to change the way we do business to the benefit of every wearer and user of Henri-Lloyd gear. Born from the love of the sea, Henri-Lloyd outerwear and apparel is worn all around the world, from the ocean to the city. We can now offer all our customers premium products at very attractive prices. I am sure that this is the future using the benefit of online marketing and sales to drive value to all customers”.*

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About Henri-Lloyd

Founded by Henri Strzelecki and Angus Lloyd in 1963, Henri-Lloyd design and build innovative sailing clothing to protect sailors, explores and pioneers from the world’s most extreme weather.

Born out of a passion to create a totally new generation of protective clothing, Henri-Lloyd are proud to have worked with the world’s best athletes and have enjoyed two decades of unbroken relationship with the most successful sailor of all time, Sir Ben Ainslie, Chief Technical Officer and prominent shareholder.

Henri-Lloyd continue to push boundaries to this day, from our award-winning products to how we deal directly with our customers. By only selling direct through our own channels we have cut out the middlemen who inflate retail prices, which means we can offer the same exceptional quality products at great affordable prices permanently.

The oceans and environment have always played a part in what we do, and we are striving towards a sustainable future for the brand. We're dedicated towards making the right decisions to lessen our impact on the world and at its heart is the belief in producing timeless, quality products in our own European Production Centre that last and become part of your life's journey.