



» ON OUR SIDE OF THE POND, WE HAVE A FANTASTIC PRODUCTION PLATFORM AND A GOOD BASE IN SCANDINAVIA, WHERE CHALOU'S BRANDS HAVE HIGH POTENTIAL FOR GROWTH. «

CLAUS BENTZEN, CEO, PARDON CLOTHING A/S

PARDON

CHALOU

# PARDON CLOTHING ACQUIRES CHALOU

CIFF  
PONT NEUF  
**B2-284**  
CHALOU  
APRICO  
SEMPRE PIU  
**B2-207**

The Danish fashion company Pardon Clothing A/S has acquired three brands from Chalou GmbH.

BY HELLE MATHIESEN

The Danish fashion company Pardon Clothing A/S, which since 2000 has run the three successful brands Pont Neuf, Choise and Pardon, has taken over the three popular brands Chalou, apricot and Sempre Piu from the German fashion company Chalou GmbH. With the acquisition come design know-how and the right to use the brand names. Pardon Clothing A/S will keep its Herschweiler-Pettersheim-based office and a number of key employees in design, logistics and sales. Additionally, the company continues working with the top sales agents.

## Plus-size pioneer

Originally as an outerwear specialist, Chalou GmbH was founded in 1973. Later, the company changed its focus to plus-sized fashion and Chalou is considered a

pioneer in this field in Europe. The company is represented in most of Europe and Russia with more than 2,000 retailers.

- When the chance to take over the brands from Chalou presented itself, we immediately recognized the potential. The three brands under Chalou GmbH complements our other brands perfectly. We have a sound and well-structured business that will benefit from the international awareness of the Chalou brands. Especially Germany, Russia and Southern Europe are promising markets for us thanks to Chalou's strong network of distributors. On our side of the pond, we have a fantastic production platform and a good base in Scandinavia, where Chalou's brands have high potential for growth. We have overlapping sales agents, and I can see a lot of potential synergies in design, production

and sales, says CEO Claus Bentzen from Pardon Clothing in Denmark.

To him, the acquisition is a win-win for all parties involved – for Chalou, Pardon Clothing and especially for all the retailers. Claus Bentzen adds that the acquisition will ensure the delivery flow to Chalou's customers.

- We will deliver all products for the spring collection in January, February and March just as previously arranged, and we are looking forward to presenting the new Autumn/Winter 2018 collections at a range of trade fairs and fashion houses in Europe in early 2018 – including the large Scandinavian fair CIFF in Copenhagen, Claus Bentzen says on a final note.