

## Project Nexus



### Acquisition Overview

An exceptional opportunity exists to acquire two established childrenswear fashion retail brands, associated with a formidable presence in the UK childrenswear retail sector. Known for offering a diverse range of designer apparel and accessories, this presents a rare opportunity to continue the brand legacy and expand the reach of two esteemed names in childrenswear fashion retail.

**Brand A:** An established and prominent luxury childrenswear retail brand, renowned for its role in providing access to luxury fashion brands in UK childrenswear retail. The brand is associated with an omnichannel retail business generating over £13m recent annual turnover and a loyal customer base, making it an attractive investment opportunity to capitalise the brand equity of a prestigious name in the childrenswear retail. The assets available to acquire include goodwill rights in the trading brand name, trade marks, domain names and other associated brand-related intellectual property.

**Brand B:** Established in 1989, this childrenswear retail brand is associated with a rich history of adaptability and strong brand appeal in the UK luxury childrenswear retail market, and is associated with an omnichannel retail business generating recent annual revenue of £10 million. This brand is positioned as a key influencer in children's fashionwear, renowned for offering an extensive childrenswear range encompassing over 100 fashion brands within its product range, and has attracted a discerning and varied customer base. The assets available to acquire include goodwill rights in the trading brand name, trade marks, domain names and other associated brand-related intellectual property.

**Brand A and Brand B are owned by separate entities, both in trading in Administration.**

Interested parties are requested to specifically deal and register their interest with Andrew Smith at SIA Group, appointed as agents by the Joint Administrators of both companies.

It is intended that a sale will be executed at the earliest opportunity. A deadline has been set for offers to be received by no later than **5 pm (GMT), Wednesday 27 March 2024**. All offers are to be sent to Andrew Smith, supported by proof of funds.

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**Access to the data room and requests for further information will be provided after executing an NDA.**



Andrew Smith



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