

Press release

Borås

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Stayhard acquires a successful Swedish fashion brand

Stayhard broadens its offer by the acquiring the Swedish fashion brand Castor Pollux. Castor Pollux complements the current product offer with a strong assortment within the dressed segment and will strengthen Stayhard's position as a leading fashion destination for men.

Castor Pollux is brand influenced by Southern Europe, within the dressed premium segment for the fashion and quality conscious man. It was founded by Henric Dahl in 2013. Following the acquisition, Henric will continue as responsible for the brand Castor Pollux in the Stayhard organisation.

"This acquisition is building on Stayhard's position as the leading fashion destination for men in the Nordic region. Henric Dahl has a passion for genuine craftsmanship, which he has transferred to the collections of Castor Pollux. It will be an excellent addition to the current offer of Stayhard and an important step to attract a more mature customer segment", says Hans Ohlsson, CEO of Ellos Group.

Castor Pollux has received a number of awards and nominations, including Swedish fashion talent of 2014 and finalist in "Rookie of the year" on the Habit fashion show 2015. The first collection in the new partnership will be launched in the middle of 2016.

"I am looking forward to work together with Stayhard and Ellos Group to develop Castor Pollux further. By utilising the infrastructure of the Group, for example within sourcing and the Nordic market presence, the offer to the customers can be strengthened further. It is also a good platform for continued growth", says Henric Dahl.

The agreement means that Stayhard acquires 80 percent of the brand Castor Pollux, while Henric Dahl still holds 20 percent.

Stayhard offers clothing, accessories, shoes, grooming products and sportswear for younger men. Ellos Group acquired Stayhard in 2014 and since 2015, the operations are located at the Group's main facility in Borås, Sweden.

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**Ellos Group** – with companies Ellos, Jotex and Stayhard – is the Nordic region's leading e-commerce group. Working closely with our millions of customers, we constantly strive to develop and offer attractive fashion and household items for the entire family. Our focus is always on the customer. Ellos Group, headquartered in Borås and with operations in all Nordic countries, has approximately 800 employees and 2014 sales of SEK 1.9 billion. Ellos Group's principal owners are Nordic Capital Fund VIII, Paul Frankenius (with co-investor Frankenius Equity AB), and board chairman Anders Halvarsson.