

# DK Company A/S in Apparel and Footwear (Denmark)

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## Abstracts

The company focused on strategic expansion through acquisitions during the review period along with the development of its so-called “The Blooming Concept”, which includes the categorisation of about 20 of its brands into different segments. Its acquisition strategy has proven highly successful, with notable acquisitions from BTX Group A/S in 2012, IC Group A/S in 2014 and Puccini Denmark ApS in the end of 2014. The recent rapid expansion has resulted in the company focusing on improving the...

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