

# **Performance apparel markets: business update, March 2018**

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## **Abstracts**

This report provides information, analysis and valuable insight into developments relating to the performance apparel industry in the following categories: acquisitions, divestments and mergers; corporate strategy; investments; and joint ventures, cooperation, licensing and distribution. Brands, companies and other organisations featured in this report include: 2XU, Gill Mix Green (GXG), Helly Hansen, Icebreaker, Invista, Kraig Biocraft Laboratories, Microban International, Mount Vernon FR, Musto, Myant, Original Footwear, PrimaLoft, Shandong Ruyi, Tanatex Chemicals, VF Corporation and Wolverine Worldwide.

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### SUMMARY

### ACQUISITIONS, DIVESTMENTS AND MERGERS

Helly Hansen has acquired the sailing and equestrian sports apparel brand Musto

Invista has entered into a definitive agreement to sell its Apparel & Advanced Textiles business to Shandong Ruyi

VF Corporation has entered into a definitive agreement to acquire Icebreaker

Wolverine Worldwide has sold the assets associated with its United States Department of

Defense (DoD) contract business

### CORPORATE STRATEGY

Mount Vernon FR has announced that its fabrics are available for purchase in several new markets worldwide

### INVESTMENTS

Myant has committed to investing C\$100 mn in an “advanced manufacturing supercluster”

PrimaLoft has successfully recapitalised its business as part of its strategy for growth

### JOINT VENTURES, COOPERATION, LICENSING AND

### DISTRIBUTION

### 2XU HAS ENTERED INTO A JOINT VENTURE WITH GXG IN ORDER TO OPEN PHYSICAL RETAIL STORES IN

China

Microban International has entered into a distribution partnership with Tanatex Chemicals

### NEW FACILITIES

Kraig Biocraft Laboratories has opened a new research and production centre in

Michigan,

**USA**

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