

Profile of Craghoppers: a leading supplier of world travel and adventure clothing

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Abstracts

Craghoppers, founded in 1965, is one of Europe's leading suppliers of clothing and accessories for the world travel and adventure markets. It is also a supplier of technically advanced outdoor wear. Over the years since its foundation, Craghoppers has established a reputation for bringing innovative fabric technologies to the outdoor market. Also, Craghoppers has achieved cult status among outdoor enthusiasts and adventurers as a result of huge publicity generated by the company's partnership with Bear Grylls, a renowned British explorer and survival expert. Looking ahead, Craghoppers has ambitious plans to grow its business by expanding geographically and adding to its product portfolio. The report highlights the company's development, products, sales and marketing, sponsorships and endorsements, financial performance, and corporate social responsibility (CSR) strategy, as well as providing an outlook for the future.

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