

# Profile of Musto: a Premium Nautical Apparel Brand

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## Abstracts

Musto, a UK-based company, is one of the world's leading suppliers of technologically advanced apparel for sailing and other outdoor pursuits. The company was founded in 1965 by Keith Musto, an engineer who seized an opportunity to combine his technical skills with his intimate knowledge of water sports in order to create apparel which would enable wearers to pursue their sport without feeling uncomfortable. Musto is renowned for its innovative approach to apparel design, and it uses a number of high-tech fabrics and technologies to produce garments which are said to be both functional and fashionable. The company also makes apparel for equestrian sports, and in this field it takes pride in its royal connections. The brand is worn by Queen Elizabeth II and also by her granddaughter, Zara Phillips -- an accomplished equestrian. Ms Phillips and many other individuals who excel in their sporting disciplines have collaborated with Musto to design, develop and test the company's apparel ranges. Today, these ranges appeal to elite athletes as well as mainstream consumers. Although the outlook for the retail apparel sector worldwide is harsh, Musto is confident that it can capitalise on the strength of its brand to grow its business. The report highlights the company's development, products, technologies and innovations, sponsorships, endorsements and financial performance, as well as providing an outlook for the future.

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