

# Profile of Eddie Bauer: a Long-Established Outdoor Outfitter



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Date:	November 1, 2010
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Pages:	11
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Price:	US\$ 520.00
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ID:	P350C94FEAAEN
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USA-based Eddie Bauer is a privately-held company specialising in the supply of a broad range of outdoor apparel and casual wear. Since its establishment in 1920 as a speciality sporting goods store, the company has evolved into one of the best known clothing retailers in North America.

The company's product portfolio comprises a comprehensive range of garments which are made from high quality materials and supplied in a variety of cuts, styles, colours and sizes to satisfy the needs of a distinct customer base.

Attempts were made in the 1990s to broaden this customer base by diversifying into other product categories. However, these proved unsuccessful. As a consequence, Eddie Bauer ran into financial difficulties and eventually succumbed to bankruptcy.

In July 2009 Eddie Bauer was acquired by a USA-based investment company, Golden Gate Capital, for a cash consideration of US\$286 mn. Under this ownership, the company has narrowed its product focus in a bid to capitalise on its strong outdoor heritage and revitalise its business. The success of recent product launches suggests that it is well on the road to recovery

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