

SPORTS GROUP DENMARK EXPANDS ITS PORTFOLIO WITH STRONG SWEDISH BRAND

With the acquisition of Swedish company Weather Report, Sports Group Denmark is kick-starting its entry into the Swedish market.

Having long had its sights set on establishing itself in Sweden, Sports Group Denmark has now acquired the Swedish brand Weather Report. This has created the impetus for Sports Group Denmark to continue its success in Scandinavia as the company is not only expanding but also opening its first department in Sweden.

Weather Report, which was founded by Thomas Grankvist in 2001, holds a strong position in Sweden, where it is sold by around 150 retailers, and the brand is currently sold in seven countries.

Sports Group Denmark is delighted by the expansion, which means that the company can establish a strong, new set-up in Sweden:

“Weather Report is a great brand with great products, and I’m sure we can take the concept to the next level. We also see great potential for all Sports Group Denmark’s other brands in the Swedish market, so we’re looking forward to getting started,” says Bjarne Jeppesen, director of Sports Group Denmark.

Following the acquisition of Weather Report and the take-over of the company’s sales set-up, the subsidiary Sports Group Sweden will be established, which will be run by Weather Report’s founder, Thomas Grankvist.

“I’m delighted to have found a strong company that can take Weather Report forward, and I’m sure Sweden will soon become a major market for Sports Group Denmark. We are open to all possibilities,” says Grankvist, who now goes by the title of director and partner of the new Sports Group Sweden. He will oversee the sale of Weather Report and some of the other brands in Sports Group Denmark’s portfolio.

Sports Group Denmark, which produces and sells sportswear under its own and external brands, now consists of 22 brands, which are sold in most European countries.



**weather[®]
report**



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