

PRESSRELEASE



Henri-Lloyd: Old Brand, Brand New.

Henri Lloyd is one of just a handful of true British heritage brands. Through relentless innovation the brand became famous in supplying protective clothing to the early pioneers of global circumnavigation. Right now, Henri Lloyd is going through another revolutionary phase of its incredible history:

We are in the midst of an exciting process where we are re-positioning the Henri Lloyd brand for the future. There are a number of key principles that we strongly believe in and will follow in order that we position the brand concept to be highly successful in the contemporary retail setting, whilst respecting the great things that have gone before.

As part of the development of the brand a new clean logo will be introduced that symbolises a return to the brands heritage, whilst also representing a fresh start for the journey ahead.

Chairman and controlling shareholder Hans Eckerström explains;

Firstly, we have looked deeply and respectfully into the history of our brand – the aim has been to reconnect with our heritage and focus on striving to produce the best sailing gear in the world.

Importantly we believe that there is a significant opportunity for the brand to thrive in the wider market through the development of our apparel range. In order to achieve our full potential, we must again position the Henri Lloyd name as being highly exclusive and we will always be very selective about where the product can be bought and which brands it sits alongside.

We fully recognise that the retail landscape has changed and will continue to change therefore we will ensure that Henri Lloyd is seen where our customers are, both digitally and physically."

HENRI-LLOYD

CEO Magnus Liljeblad continues: "We are proud to say that we will be a digital first company. Equally we passionately believe in building deep relationships with selected retailers in order that we can build mutually profitable business together. Our new technology platform will also allow us to collaborate in unique and ground breaking ways with our retail partners.

In order that we can position Henri Lloyd exclusively we will not compete on price as a main selling point and as such our distribution channels and pricing will reflect this. In practical terms this means we estimate that we will be dealing with 80% less retailers than in the past and so allow us to focus 100% on selected key relationships, which we believe will be critical to success.

It is without doubt an exciting time for all concerned with the brand and it is important that we move forward ensuring we are true to our values. Henri Lloyd has always had a conscience and we will build further on this, it is our pledge that whilst we grow we will strive for sustainability and engage ourselves for a better world. This is a theme that we will build upon and talk more about in future."

Company background

Henri Lloyd is under new ownership since June, 2018 when the former company group entered into administrations. The brand and valuable assets were acquired by a group of investors led by investor Hans Eckerström and CEO Magnus Liljeblad with an aim to re-establish Henri Lloyd as the premier brand for yachtsmen and sailors around the world.

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NEW WORDMARK

HENRI-LLOYD

NEW SYMBOL



[Link to High resolution images and logo](#)

Founded in 1963 the brand became famous through its relentless pursuit of innovation and quality, making products for yachtsmen and women around the world. The original innovative designs remain the template for all modern waterproof performance clothing. Then in the 1980's the highly influential youth movement of the Milanese Paninari adopted the Original Consort Jacket as its uniform and Henri Lloyd became a credible lifestyle brand across Europe overnight.

HENRI-LLOYD

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