



Press release

20 June 2022

3i invests in Danish lifestyle brand Konges Sløjd to support its global expansion

3i Group plc (“3i”) today announces that it has agreed to invest in Konges Sløjd, a premium international lifestyle brand offering apparel for babies and children.

Headquartered in Copenhagen, Denmark, Konges Sløjd designs, sources and markets high-quality, children’s clothing, accessories, home products and toys through a curated network of (online-) retailers and direct-to-consumer e-commerce in more than 50 countries.

Konges Sløjd has been a forerunner in the premium baby/child segment through its stylish, functional, safe, durable, sustainable and affordable products across all children categories, and is well positioned to accelerate its growth across Europe, Asia and North America.

The company’s footprint is already international with rapid global expansion resulting from a proven and replicable online and offline market-entry strategy. Konges Sløjd also enjoys a highly-engaged global virtual community, with more than 345,000 followers on Instagram (www.instagram.com/kongessloejd).

The global baby/child product market benefits from strong sociographic tailwinds such as premiumization, rising middle classes and older parents having higher disposable incomes when they have children. The market is highly fragmented among mass, premium, affordable luxury and aspirational luxury players, with Konges Sløjd well placed at the convergence of the fast-growing premium and affordable luxury segments.

Boris Kawohl, Partner, 3i, said: “It is unique to see a young consumer brand with such a strong product offering and so much traction across so many countries as Konges Sløjd. The brand has an exceptionally high customer engagement as well as an efficient and scalable social media-based go-to-consumer approach. We are looking forward to work with Emilie and her team in the next phases of the company’s international growth across Europe, Asia and the US”.

Emilie Konge Breindal, Founder and CEO, Konges Sløjd, said: “I’m very excited about partnering with 3i as I believe they recognise and value the true spirit of Konges Sløjd and have the right values, team, toolbox and commitment to support us on our global journey. We will be able to maintain our unique values, brand and design approach whilst reaching even more families around the world”.

-Ends-

For further information, contact:

3i Group plc

Silvia Santoro
Investor enquiries

Tel: +44 20 7975 3258
Email: silvia.santoro@3i.com

Kathryn van der Kroft
Media enquiries

Tel: +44 20 7975 3021
Email: kathryn.vanderkroft@3i.com

About 3i Group

3i is a leading international investment manager focused on mid-market private equity and infrastructure. Its core investment markets are northern Europe and North America. For further information, please visit: www.3i.com

About Konges Sløjd

Konges Sløjd designs, sources, and markets high-quality, branded children's clothing, accessories, home products and toys in more than 50 countries. Its products are made with quality, environmentally-friendly materials with a focus on organic cotton, wool and wood. Konges Sløjd has a global and highly engaged community on Instagram (www.instagram.com/kongessloejd) and sells its products through +1,000 global retailers and own webshops (www.kongessloejd.com).

Regulatory information

This transaction involved a recommendation of 3i Investments plc, advised by 3i Benelux.