



# DLA Piper has advised Sun Capital Partners in the sale of BTX Group



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The fashion company BTX Group, with an annual turnover of approximately DKK 400 million, has been sold to Grow Capital, a UK-based private equity fund.

BTX Group is a leading Nordic wholesaler of branded apparel selling to approximately 4,000 retail partners. The Company is positioned in the value-for-money segment targeting the mature woman demographic with a leading market position in the Scandinavian market, as well as strong market positions in other Northern European markets. BTX brands include Brandtex, Jensen Women, Signature, Imitz and Ciso. These brands have built on the long-lasting heritage of the original Brandtex brand, which has run successfully since its establishment in 1935.

Sun Capital Partners was advised by Nicholas Lerche-Gredal and Joachim Kundert Jensen.

Read more about the case [here](#).

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Services

Corporate M&A, Virksomhedsoverdragelser (M&A), Private equity

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