



DLA Piper has advised C.W. Obel on its investment in ID® IDENTITY



Nicholas Lerche-Gredal
Partner, LL.M.

DLA Piper has advised Danish investment company, C.W. Obel A/S, on its acquisition of a shareholding in ID® Identity, a leading corporate-wear provider in Europe. ID® Identity sells promotional and corporate clothing to the business sector and for events. In 2018, the company traded for DKK 413m and its pre-tax profit was DKK 77m.

At the time of the investment, Mikkel Vendelin Olesen joined as new chairman of the Board of Directors of ID® Identity. Mikkel Vendelin Olesen was formerly chief executive of Danish Pandora.

C.W. Obel A/S, which is owned by the Danish foundation Det Obelske Familiefond, was advised by Nicholas Lerche-Gredal, Ditte Lundberg and Diana Sloth Nielsen.

Services

Virksomhedsoverdragelser (M&A), Corporate M&A