



DLA Piper advises the owner of Danish lifestyle brand Konges Sløjd on the sale to leading international investment manager 3i Group



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Founded in 2014 and headquartered in Copenhagen, Denmark, Konges Sløjd has within less than a decade become a forerunner in the premium babies and children segment, through its stylish, functional, safe, and sustainable products across all children categories.

Konges Sløjd designs, sources and markets high-quality children's clothing, accessories, home products, and toys, through a curated network of more than 1,180 retailers and direct-to-consumer e-commerce in more than

50 countries across Europe, Asia and North America.

The acquisition of Konges Sløjd will support 3i Groups global expansion and strengthen its international presence by benefitting from the company's strong premium product offering and high customer engagement worldwide.

The owner of Konges Sløjd was advised by a DLA Piper Denmark team lead by Karsten Pedersen, Kenni Svanholm Jensen, Sara Schjørring, Ida Boysen, and Magnus Andersen.