

04.05.2021 - 09:36 Uhr

## All under one roof: Tom Tailor integrates kidswear business as in-house division

Hamburg (ots) -

Tom Tailor today announced that, starting with the spring/summer 2022 collections, it will bring back again its kidswear business as in-house division. Tom Tailor originally launched its kidswear business in 1989 and licensed it out in 2017. This license was signed with the Junior Fashion Group and will be terminated by mutual agreement by the end of 2021.

The Tom Tailor Kids collection will benefit from the Company's existing product expertise, especially in terms of sustainability, with various products to be made out of organic cotton, for example. The collection includes the Mini Boys & Girls (sizes 92-134) and Teens Boys & Girls (sizes 128-176) product lines. The first full digital collection sell-in will take place in July for delivery in February and March 2022. In addition to the important collection items, Tom Tailor will also offer a comprehensive NOS programme.

"We look forward to developing the Tom Tailor Kids product lines in-house and extending the collection in line with our "BE PART" sustainability strategy. Integrating kidswear enables us to further strengthen our positioning as a casual lifestyle brand for all the family," says CEO Gernot Lenz. "I would like to thank the Junior Fashion Group for their collaboration in the past few years."

### About Tom Tailor GmbH

Tom Tailor GmbH offers casual wear in the medium price segment and has a presence in over 30 countries. The Tom Tailor and Tom Tailor Denim product lines comprise casual leisure outfits and smart business looks for Women and Men. Tom Tailor Kids and the licensed Homewear, Shoes and Accessories categories complement the product portfolio. Tom Tailor is distributed through retail, wholesale and its own e-shop as well as via leading e-commerce platforms: 432 Tom Tailor stores, 168 franchise stores, 2,470 shop-in-shops and 7,194 multi-label points of sale. Tom Tailor's core markets are Germany, Austria, Switzerland, Belgium, the Netherlands, South East Europe and Russia. Tom Tailor and its 2,950 employees from more than 30 nations are committed to social and ecological responsibility through the Company's "BE PART" sustainability programme.

The executive management of Tom Tailor GmbH consists of Gernot Lenz (CEO) and Christian Werner (CFO). Marcus Brüning has joined the executive management team on an interim basis in the role of Chief Restructuring Officer (CRO) to implement the efficiency programme.

Pressekontakt:

Information is also available at [www.company.tom-tailor.com](http://www.company.tom-tailor.com)

Contact for media: [communications@tom-tailor.com](mailto:communications@tom-tailor.com)

Original content of: Tom Tailor GmbH, transmitted by news aktuell

Diese Meldung kann unter <https://www.presseportal.de/en/pm/51593/4905959> abgerufen werden.