

Slick Stitch acquires Manchester based DollyMix Boutique

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DollyMix is a leading player in children's wear personalisation in the UK and has grown rapidly since it started four years ago. It has a huge social media following and services customers all over the world with personalised gifts for children of all ages.

Slick Stitch operates in the USA, Europe and Asia and is looking to accelerate growth in the UK and internationally over the coming years.

Slick Stitch CEO, Inder Jain stated: *"DollyMix is a unique business rapidly built through social media and key online influencers. Kaan and Farren have done a fantastic job building such a great business so quickly, hats off to them! It's a perfect strategic fit with the rest of our B2C ecommerce portfolio servicing a lot of the same demographic and we can't wait to start working with the great team in Manchester to realise the massive international potential of the business."*

Kaan Selcuk, DollyMix MD stated: *"Joining Inder and his team is a dream come true! Together we can now fulfil our full brand aspirations and become the UK's largest online personalisation business. The technology and fulfilment models we now have access to will mean our customers will receive an unparalleled service proposition giving us a true edge over the competition."*

Slick Stitch was advised by Browne Jacobson in Birmingham. The team comprised Michael Stace and Neamh Towers (corporate) and Rebecca Hawkins (tax).

Contact

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