

Slick Stitch goes back to school, again, acquiring Direct Clothing

Slick Stitch, one of world's largest apparel personalisation fulfilment businesses, has acquired the business and assets of Direct Clothing for an undisclosed sum.

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Slick Stitch, one of world's largest apparel personalisation fulfilment businesses, servicing major brands and retailers with a full suite of technology-led solutions from warehousing, garment embellishment to end consumer logistics, has acquired the business and assets of Direct Clothing for an undisclosed sum.

Direct Clothing provides both on-site and online school shops supplying custom designed school uniforms.

It is Slick Stitch's fourth, and largest, acquisition in just over a year following the acquisitions of Dollymix Boutique (a leading player in children's wear personalisation in the UK), Molly & Monty (a business which designs and manufactures luxury children's clothes and gifts in the UK) and Andrew Hyde (a national school wear business) and adds further to Slick Stitch's school uniform and e-commerce portfolio.

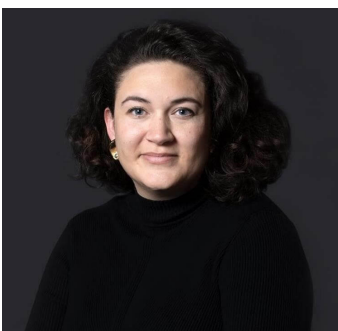
Wolverhampton based Slick Stitch is currently considering other acquisition opportunities, in particular in the personalised children's wear and school uniform sectors and is confident of adding further brands to its existing portfolio.

Slick Stitch CEO, **Inder Jain**, said: *"We are delighted to have acquired Direct Clothing. The business increases our existing school uniform business by 50% and augments our e-commerce offering. We have exciting plans to grow the business and are also looking at other opportunities. I would like to thank Simon in trusting us to take the business he has built forward and I look forward to working with him."*

The Browne Jacobson team advising Slick Stitch was led by corporate finance partner Michael Stace with support from associate [Matt Dorman](#) and trainee [Deveshi Patel](#).

Michael Stace added: *"It was a pleasure to help Slick Stitch secure yet another acquisition to add to its already impressive school uniform business. Direct Clothing has impressive collection of schools on its books and looks like a good addition to the Slick Stitch stable."*

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