

Press release October 2 2019

## Care of Carl enters the German market

### **The leading Nordic high-end menswear online retailer enters the German market.**

The first of October, Care of Carl opened its German online shop, [www.careofcarl.de](http://www.careofcarl.de). The online retailer has gained wide popularity in the Nordics for their concept of selling both entry-level, premium and luxury brands. The assortment is curated and carefully handpicked, mainly from Scandinavian, Italian, British and American brands such as Stenströms, Herno, Tod's, Crockett & Jones, Drake's and Polo Ralph Lauren.

Last year the company was awarded with the prestigious prize for the best online menswear retailer site in Sweden (by idg.se). "Care of Carl succeeds to match its shop with its products. Simple, classic and discrete. On another note, the shop offers guides on how to improve one's personal style and has its own online magazine, a classic menswear inspirational style guide for the discerning man."

### **The German interest in Scandinavian curated clothing:**

*"We often receive requests from potential German customers, who want to shop our curated assortment of Scandinavian brands from us, even though the site until now only was in Scandinavian languages. Therefore, it was very natural for us to decide that Germany would be the next market." - says the CEO Mr Källqvist*

### **Mr Källqvist continues:**

*"As we see it, Care of Carl has something unique and new to offer the German customer. With our Swedish heritage and Scandinavian brand portfolio, mixed with some of the most interesting international, Italian and British brands we have created a platform for men that are interested in a high quality, timeless but still modern style".*

### **Care of Carl on the German menswear market:**

*"We have great respect for that the German customer can have different demands compared to our existing markets, and our ambition is always to walk the extra mile to meet our customers on their terms. Therefore, we have localized as many things as possible, such as payments, language, hired a dedicated German team, and we are working with local third-party review system, like Trusted Shops" - says Mr Källqvist*

### **About Care of Carl**

The company was founded 2010 in Borås, Sweden based on the simple idea of making quality brands for men available online and since been growing organic and today employees a total of 70 people. The offering is a wide range of selected high-end male clothing from Nordics, Italy and British classic luxury brands. In 2018, Care of Carl had a turnover of approximately € 23M. The company is active in Sweden, Norway, Denmark, Finland and Germany.

For any questions regarding Care of Carls entry into the German market, please contact

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