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PRESS RELEASE

EASE.DK changes its name to “better apparel” and expands the group of owners with two strong profiles.

As of 1 October 2022, EASE.DK, a subsidiary of Thygesen Textile Group, will get two new co-owners in Claus Bak Mikkelsen and Bianca Lindhøj, who have acquired 39% and 10%, respectively. Thygesen Textile Group still owns 51% of the company.

Claus Bak Mikkelsen, the former owner of HRT TEXTILES, will join as CEO while Bianca Lindhøj takes on the role of Sales Manager. With the new profiles, the company changes its name to “better apparel A/S.”

The two new co-owners both describe themselves as textile geeks and fit perfectly into the existing strategy and values of Thygesen Textile Group.

“I have known Jens and Morten Thygesen for many years. We share the same values and therefore, it was only natural that we should embark on this new and exciting journey together. My passion for textile production with quality, transparency and orderliness at its core matches the ever-growing demand for responsible production in the industry. We have a lot to offer, and I look forward to being a competent sounding board for current and new customers along with Bianca and the rest of our strong team of experienced colleagues, both domestically and abroad,” Claus Bak Mikkelsen says.

The new and existing owners share a continued desire to focus on private label production for customers in women’s, men’s and children’s clothing.

“I look forward to being part of this fantastic growth journey with a focus on responsibility, product and openness, together with my new talented colleagues, customers and business partners. I look forward to offering the skills I acquired through more than 10 years in the fashion industry and 20 years in private label sales,” Bianca Lindhøj says.

The two new strong profiles bring European experience, and both Thygesen Textile Group and the new co-owners see a need for transparent, European production in the market. The company already has offices in Bangladesh and China, as well as an office and its own production company in Vietnam. With the new set-up, an office and production site are also opened in Turkey, serving as a link to Europe.

“We are delighted and very proud that we have a company that can attract as experienced and strong profiles as Claus and Bianca. With this new line-up, we look forward to continuing the growth of private label products, and we are sure that the new initiative will create positive results for both us and our partners,” concludes CEO and Partner in Thygesen Textile Group, Jens Thygesen.

Further information can be obtained by contacting:

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