

## Wolverhampton based Slick Stitch secures major contract with high street retail giant

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Slick Stitch, one of world's largest garment embellishment and personalisation fulfilment businesses is working with retail giant Marks & Spencer on its newly launched personalised product line.

The Wolverhampton headquartered business will support M&S in supplying its customer base with a broad range of personalised fashion and home products, available online at peak seasonal events in the calendar year, including Christmas and Easter.

Slick Stitch is a family run business that was founded in the late 1980s and serves a global customer base that spans Europe, North America and Asia. The business supplies some of the world's leading brands and retailers including Adidas, Tesco and Under Armour with a full suite of technology-led solutions including warehousing, garment embellishment and end consumer logistics.

The business has experienced rapid growth in the last 18 months following on from a number of acquisitions including, Direct Clothing (on-site and online school shops supplying custom designed school uniforms), 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).

Law firm Browne Jacobson advised the Slick Stitch team on its arrangements with M&S. The advisory team was led by Birmingham based corporate finance partner **Michael Stace** and commercial contracts partner, **Richard Nicholas**.

Slick Stitch CEO, Inder Jain, said: "Slick Stitch already have an impressive client portfolio and that's down to our trusted reputation to supply high quality product personalisation on a completely flexible scale tailored to each of our clients so we are delighted to add M&S to the portfolio and support them on further building this exciting offering."

**Michael Stace added:** "We are proud to have advised Slick Stitch, a fantastic local business on this key commercial agreement with this leading national brand.

"With the personalised product market currently being estimated to be worth over £1 billion in the UK, we are seeing a trend for more high street retailers to offer this personal service and Slick Stitch are certainly leaders in this field."

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