



[Visit website](#) | Share case study

INVESTMENT YEAR: 2006

REALISATION YEAR: 2017

SECTOR: Consumer

Quality British casual clothing

Crew Clothing Company is a British clothing brand with a wide range of active, outdoor and casual wear for men and women. Its heritage is in its south-coast roots, having been started in the back of a windsurfing school in Salcombe in 1993 by managing director, Alastair Parker-Swift.

Livingbridge's investment enabled the brand to grow and evolve into the premium active and casual wear retailer, while still retaining its unique heritage and position.

From the start of the journey together

34

stores

to realisation

80

stores

I was obviously staying on and I wanted a partner, not just a bank and an overdraft. So it wasn't just about the payday, but a relationship that needed to last.

Alastair Parker-Swift
Founder, Crew Clothing Co.

I can honestly say that when we agreed the deal, it was everything I hoped it would be. When you're an owner and founder of a business for 14 years, and living and breathing it is all you've done, releasing any equity is a very difficult decision – but I've never looked back. A good deal is when both parties go away thinking they got a good deal.

The right tools for growth

Talent



We introduced an experienced Chair and a new Finance Director, which was supported by investment in design, marketing and merchandising expertise recruitment.

Find top talent →

Data & Insight



We supported internal analysis and reporting functions with the implementation of daily metric reporting and KPI reports to keep the business working towards its goals and to make strategic decisions from a dynamic perspective.

Create a data driven business →

Roll out



We enabled the expansion of retail stores culminating in 80 stores nationwide during our investment.



Crew Clothing Co. Timeline

1993 Opens first retail site in Salcombe

1994 Produces designs for England Polo team and the Cartier International Polo event

1995 Opens first office in New Kings Road, London

2006 Livingbridge invests

2006 Appoints Chair and Finance Director

2008 Sales forecast to exceed £20m. Approaching 50 retail sites

2016 Opens 75th store

2017 Livingbridge realises investment



Cookies on this site are used by Livingbridge and third party partners for different purposes, including personalizing content, tailoring advertising to your interests, and measuring site usage. For more information please visit our [Cookie Policy](#).ACCEPT COOKIES