
Disposal of Mountain Warehouse

On 16th August 2002 21 Invest sold Mountain Warehouse Limited. Mountain Warehouse became part of the 21 Invest portfolio in 1997 as part of 21 Invest's investment in Karrimor International. The exit of Mountain Warehouse is the final chapter of 21 Invest's Karrimor investment. The final IRR achieved on the Karrimor transaction was 22.7%.

The Company was founded in 1997 as the retail partner of Karrimor International. Its focus was on discounted outdoor clothing and equipment, principally through factory outlet centres. 21 Invest was the lead investor in Karrimor, the UK based outdoor clothing and equipment manufacturer. 21 Invest recognised in Karrimor a strong brand that was mis-managed and implemented a series of steps to cut overhead, increase profitability and increase the proportion of international sales. The development of the Karrimor brand led to an increase in surplus stock that presented an opportunity to develop a retail arm of Karrimor. Initially the stores were branded Karrimor however following 21 Invest's exit from Karrimor the stores were re-branded as Mountain Warehouse.

21 Invest exited the Karrimor investment in February 1999 achieving an IRR of 24%. Mountain Warehouse continued to operate, repositioning itself as a retailer of multi-branded outdoor clothing and equipment, including the successful launch of its own brand of clothing.

Today, Mountain Warehouse has stores in 14 factory outlet centres across the UK and in 1 factory outlet centre in Austria. In addition the company has 1 store in London's Covent Garden and 3 concession stores in a chain of garden centres. The company sells a wide range of high quality brands, including Berghaus, Sprayway, Karrimor and Regatta.

Investindustrial said "Mountain Warehouse was an excellent investment for 21 Invest and now it is appropriate that its ownership has passed to another group so that it can reach its next phase of development. This exit has been implemented as 21 Invest's activities are now focused on the management of the €323 million 21 Invest L.P. fund."

Note that up to 2002, 21 Invest was the former name of Investindustrial.
