

S.Oliver Group to further expand in the Netherlands in 2018

By [Shomara Roosblad](#) - December 22, 2017

German fashion group S.Oliver Group, consisting of brands such as S.Oliver, Comma and Liebeskind Berlin, amongst others, will further expand in the Netherlands. The company plans to open additional stores in 2018, as well as renovate existing shops.



S.Oliver collection - Photo: s.Oliver

In March 2018 the city of Breda will welcome both an S.Oliver and a Comma store and in April S.Oliver and Comma will land in Nijmegen. The existing S.Oliver flagship store in Maastricht will be renovated and re-open its doors in March. In the same month, a Liebeskind Berlin store will be revealed at Batavia Stad Fashion Outlet in Lelystad.

In 2016, the bankruptcy of Dutch department store V&D, a former distribution partner of the S.Oliver Group, forced the company to re-organize and alter its strategy. The new strategy resulted in new (online) partners, including Dutch retailer Wehkamp and an investment in S.Oliver's own web store. The German company is now ready to further expand its activities in the Netherlands.

Country Manager, Christian Stolte, said: "We strongly believe in the strength of our brand, our business operations and of course, our collections, which fits the Dutch market very well."

The S.Oliver Group, founded in 1969 by Bernd Freier, is one of the leading fashion companies in Europe. In 2016 the group achieved brand sales of more than 1.6 billion and employs around 7,200 people worldwide.

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