

## Authentic Brands Group Signs Agreement with PDS for Ted Baker Operations in Europe

**April 27, 2023, Mumbai/New York/London:** PDS Limited (“PDS”), the global fashion infrastructure company along with Authentic Brands Group (Authentic), a global brand development, marketing, and entertainment platform, today announced that it has signed a long-term strategic partnership for Ted Baker in Europe to establish Ted Baker Design Group (TDG) as the brand’s global hub for design and innovation.

PDS, through a UK subsidiary, will serve as the global hub for the newly established Ted Baker Design Group (TDG) and take on Ted Baker’s design and merchandising functions. Further, this entity will become a core licensee and operating partner for Ted Baker. TDG, which will be located at Ted Baker’s current London headquarters at 101 Cleveland Street, will be responsible for all design, development, and product innovation servicing partners around the world, ensuring that the brand’s vision and ethos are preserved. Global Ted Baker distribution partners will purchase the brand’s core categories from TDG, including men’s and women’s sportswear and outerwear, men’s dress shirts, women’s dresses, and fashion handbags. Additionally, TDG will service wholesale accounts in the UK and Europe.



**Pallak Seth, Vice Chairman** said, “We are looking forward to welcoming Ted Baker, a distinctive British lifestyle brand to PDS and joining Authentic Brands’ global partner network. With a dedicated team that will exclusively provide market-leading practices and solutions, delivered through an ethical and trusted value chain, we are aligned to the Authentic Brands’ tenants of quality, style, and value.”

**Sanjay Jain, Group CEO** added “Being a global platform we provide customized solutions to leading brands/retailers, and we are also expanding our service offerings to iconic global brands such as Ted Baker. This is our second partnership with Authentic Brands as last year we signed a license agreement for the brand Forever 21 for the UK and Europe region. With Ted Baker, our services extend to delivering expertise in brand development, design, and merchandising.”

“We are pleased to announce Authentic’s partnerships with PDS for Ted Baker in the UK and Europe,” **said John McNamara, Chief Transition Officer, Authentic.** “We are also proud to introduce Ted Baker Design Group, which is derived from the model through which we have seen great success with Reebok. The formation of TDG, supported by the expertise of PDS and Authentic, positions the brand for continued growth and expansion around the world.”

### **About PDS Limited:** ([www.pdsltd.com](http://www.pdsltd.com))

PDS Limited is a global fashion infrastructure platform offering product development, sourcing, manufacturing, and distribution for major brands and retailers worldwide handling over \$2 billion of Gross Merchandise Value. The Company operates a vast global network covering over 50 offices in 22 countries, with over 3,300 associates and 7,600 factory associates worldwide. PDS also offers a bespoke end-to-end outsourcing solution, engaging dedicated talent and infrastructure as an extended arm of retailers and brands. The Company reported consolidated revenues of ₹10,611cr in LTM December 2022.

PDS is listed on leading stock exchanges in India, BSE Ltd. (Scrip Code: 538730) and the National Stock Exchange of India Ltd (Scrip Code: PDSL). Follow us on [LinkedIn](https://www.linkedin.com/company/pdsltd)

### PDS Limited

(Erstwhile PDS Multinational Fashions Limited)

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**About Authentic Brands Group**

Authentic Brands Group (Authentic) is a global brand development, marketing, and entertainment platform, which owns a portfolio of more than 40 iconic and world-renowned Lifestyle, Entertainment, and Media brands. Headquartered in New York City, with offices around the world, Authentic connects strong brands with best-in-class partners and a global network of operators, distributors and retailers to build long-term value in the marketplace. Its brands generate approximately \$29 billion\* in global annual retail sales and have an expansive retail footprint in more than 150 countries, including 11,360-plus\* freestanding stores and shop-in-shops and 380,000 points of sale.

Authentic is committed to transforming brands by delivering powerful storytelling, compelling content, innovative business models and immersive experiences. It creates and activates original marketing strategies to drive the success of its brands across all consumer touchpoints, platforms and emerging media. Authentic's brand portfolio includes Marilyn Monroe®, Elvis Presley®, Muhammad Ali®, Shaquille O'Neal®, David Beckham®, Dr. J®, Greg Norman®, Neil Lane®, Thalia®, Sports Illustrated®, Reebok®, Brooks Brothers®, Barneys New York®, Judith Leiber®, Ted Baker®, Hervé Léger®, Hickey Freeman®, Vince®\*, Frye®, Nautica®, Juicy Couture®, Vince Camuto®, Lucky Brand®, Aéropostale®, Forever 21®, Nine West®, Eddie Bauer®, Spyder®, Volcom®, Quiksilver®\*, Billabong®\*, Roxy®\*, DC Shoes®\*, RVCA®\*, Element®\*, Shark®, Tretorn®, Prince®, Airwalk®, Izod®, Jones New York®, Van Heusen®, Hart Schaffner Marx®, Arrow® and Thomasville®. \*Pending acquisitions in 2023.

For more information, visit [authentic.com](https://authentic.com).

Follow Authentic on [LinkedIn](#), [Instagram](#) and [Twitter](#).

**About Ted Baker**

Founded over three decades, Ted Baker is recognized as one of the fastest-growing in the UK, displaying a commitment to its inherent authenticity, exploration and inclusivity. Beginning as a menswear line, today Ted Baker offers a wide range of contemporary designer must-haves and reinvented classics across a variety of categories including menswear, womenswear, accessories, footwear, homeware and beauty. The brand continues to introduce modern interpretations of iconic product staples such as The Rose Coat, The Icon Bag and The Darcell Bag. Ted Baker brand is available in 191 freestanding stores, shop-in-shops, and outlets in 49 countries worldwide.

For more information, visit [tedbaker.com](https://tedbaker.com).

Follow Ted Baker on [Instagram](#), [Facebook](#) and [Twitter](#).

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