

Rodd & Gunn expands in US with an eye on UK

SUPPLIED

Rod & Gunn's new American store has opened in Newport Beach.

New Zealand menswear brand Rodd & Gunn is expanding further into the United States, and has plans to enter the United Kingdom.

Rodd & Gunn clothing is already sold in 160 specialty menswear shops and resorts across the US.

In October Rodd & Gunn opened its first standalone store in Newport Beach, California.

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Rodd & Gunn managing director Mike Beagley joined the company in 2000 and bought it in 2006.

Managing director Mike Beagley said this store was the first one where all the product and all the staff were Rodd & Gunn's.

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In 2014 a Rodd & Gunn showroom opened in New York's Trunk Club showroom on Madison Avenue.

The company began selling to the US in 2012 through wholesalers.

The company's sales topped \$100 million this year. The focus was on growing the US market over the next two years.

Beagley said New Zealand's country brand has helped Rodd & Gunn do well where others may have failed.

"We've played on our New Zealand heritage strongly and branded ourselves as Rodd & Gunn New Zealand. We promote our whole tie with New Zealand."

The new store even features a live feed of the view of the mountains from Rodd & Gunn's Queenstown store

The plan was tackle the UK in 2019.

Rodd & Gunn was founded in New Zealand in 1946 and expanded to Australia 20 years ago.

- **Stuff**