



News

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WINONA CAPITAL MANAGEMENT INVESTS IN PETER MILLAR

Deal Fuels Next Wave of Growth and Success for Lifestyle Apparel Company

Winona Capital Management (WCM) is pleased to announce that it has acquired a majority interest in Peter Millar, a leading manufacturer and marketer of premium lifestyle apparel. Peter Millar provides customers with exceptional product quality and design to fit an elegant lifestyle at accessible price points.

Launched in 2001 by Chris Knott, Peter Millar markets classically designed sweaters, shirts, and outerwear to high-end golf clubs and select specialty retail stores both in the United States and internationally. Chris teamed up with Scott Mahoney, a former Polo Ralph Lauren executive, and together they have established Peter Millar as a leading brand in the finest specialty stores and golf clubs and have grown sales better than 30% yearly.

“We are excited to partner with Winona Capital as they truly understand our business and share in the long-term vision of Peter Millar. They bring with them a wealth of knowledge and support as we embark on the next phase of our growth,” remarked Scott Mahoney, CEO & President of Peter Millar.

“We are thrilled to be partners with Chris and Scott and the rest of the Peter Millar team. They are a great management team that has product leadership in the prestige apparel space, best-in-class channel distribution, and excellent growth and profitability,” stated Luke Reese, Managing Director of Winona Capital Management. “Peter Millar has a tremendous opportunity for continued growth, both here in the U.S. and abroad.”

About Winona Capital Management

Winona Capital Management provides acquisition and growth capital to consumer goods and services businesses in the lower middle market. Winona partners with high energy, passionate executives who have a shared focus on sustained growth over long-term investment horizons. With offices in Chicago and Seattle, Winona Capital manages more than \$125 million on behalf of its investors. For more information, please visit www.winonacapital.com or contact Winona Capital at 312-334-8800.
