



Acquisition Opportunity

Project Row

October 2026

Opportunity to acquire the Brand, IP and Digital Assets of a UK custom Sportware business

The opportunity

- UK-based sportswear and custom apparel brand that specialises in designing and manufacturing bespoke team kit, club merchandise, and performance clothing for sports clubs and organisations.
- UK-based production, flexible ordering, rapid delivery, and fully customised designs tailored to individual club identities.

Key points

- Services for Rowing, Running, Cycling, Triathlon clubs
- Supplier of 'The Boat Race' kit
- Incorporated 2018, ceased to trade in Summer 2024
- Run by athletes
- IP and Website available
- Shopify store
- Social media pages
- Business currently in Liquidation

Further information

Further information is available upon completion and return of a non-disclosure agreement (NDA), which is available on request.

Enquiries should be directed in the first instance to:



Richard Temple
Regional Director

E: richard.temple@eddisons.com

T: 0113 2091052

Expression of interest

- Interested parties will be required to sign a non-disclosure agreement (NDA).
- Offers, along with supporting proof of funding, are required no later than close of business on 12 October 2026

Important notice

The information above has been supplied by our client and should not be relied upon as statements or representations of fact or warranties of any kind. BTG Eddisons, its partners and employees shall not be responsible for any error, omission or misstatement. Neither we nor our client accept any responsibility whatsoever in respect of these particulars, which are simply offered as a general indication to parties who may be interested.

This firm is not authorised under the Financial Services and Markets Act 2000 and we are unable to provide investment services.

Find out more at www.eddisons.com

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