

Bounty Apparel becomes exclusive distributor of Reebok in SA, SADC

Authentic Brands Group has appointed Bounty Apparel as the sole distributor for Reebok in South Africa and countries within the SADC. This follows the recent €2.1bn (\$2.46bn) takeover of Reebok by Authentic Brands from Adidas, which aims to focus on its core brand instead.



Source: Supplied

The Reebok acquisition is expected to close on 28 February 2022.

Bounty Apparel, a subsidiary of Bounty Brands Group, is a distributor of premium international apparel and footwear brands in Southern Africa, including Vans, Jeep, Superdry, Hurley and Diesel.



Adidas to sell Reebok to Authentic Brands Group for €2,1bn

13 Aug 2021



“Not only does Reebok have an amazing pedigree, but it is also a great fit with our current portfolio of brands. We are very excited about Reebok’s potential in the local market and look forward to a long and successful partnership with the brand,” comments Warren Bowers, MD of Bounty Apparel.

Stefan Rabe, Bounty Brands group chief executive officer, added that, “Bounty Brands has a long history of successfully representing leading global and local brands in the Southern African market. We believe that our successful appointment was as a result of ABG recognising both our proven brand-building capabilities and the fact that we have the resources to represent such a major brand in the local market.”



Under Armour SA names Darren Cooke as new MD

4 Feb 2022



Corey Salter, chief operating officer at Authentic Brands Group commented, “We are very pleased to welcome Bounty as our new Reebok partner in South Africa and are thrilled with their commitment to the brand. Bounty is a respected and experienced distributor of leading global brands, and this partnership furthers our mission to secure Reebok’s presence in key territories around the world.”

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