

WHO WE ARE

A family business run by three siblings, Boutatos Thrassos, Christos and Despoina. Thrassos, a 40-year-old experienced businessman and Christos, a London School of Economics graduate, who has been with us for the past 7 years, are the backbone of the company.

The company founder, our father established DMN SPORT in 1977, after having worked in the industry for a number of years. Prior to this he sewed for many foreign houses like H&M. The rising production cost of clothes in Greece led him to his decision to start DMN SPORT, which specialized in children's sportswear and wholesaled to numerous city centre outlets.

In 2007 we stopped producing our own products and we turned to Turkish suppliers, as production costs were getting higher and higher in Greece, and the three of us turned to the management of the brand. Now that our competitors buy clothes from Turkey, we have found suppliers in China.

Another new development came in 2013, when we decided to open our own stores, as circumstances made it easier for companies to appear in certain markets. So far we have 7 stores, for which the family is solely responsible without any intermediaries. Three of these stores are in Thessaloniki, one in Agias Sofias str.16 and Tsimiski, in the city centre, one in Passalidi str.74, in the affluent suburb of Kalamaria and the last one is in the Mediterranean Cosmos shopping centre. The remaining stores are in the towns of Serres, Drama, Kozani and Trikala. Location is very important to us so all our shops are centrally located. DMN SPORT can also be found in shops-in-a-shop in big shopping centres in Thessaloniki and Athens, like Hondos Center, EmEs Corner, in Ermou street and Shopping House in Athens.

Our turnover amounted to 2,45 million euro in 2016. For further information contact us on www.dmn.gr or join our 24,000 followers on Facebook.

WHAT WE ARE LOOKING FOR

We are searching for foreign investors who are interested in the Greek market while we will provide assistance with the setup, operation and general supervision of the enterprise. Our long standing presence in the local market ensures our expertise in matters such as the strong and weak spots of the market, the best locations and the existing competition. As we employ 30 people we are also familiar with the demands of the public sector and after all these years in the business we have acquired a valuable network of associates such as technicians, carpenters and decorators who have worked for big names in the field, like Zara and H&M, in Thessaloniki and other towns.

Despite the economic crisis, it is our firm belief that there are good prospects now that rents, wages and operating costs are lower than previous years. Greece attracts increasingly large numbers of tourists from the Balkans and from all over the world and we believe that a company with competitive prices and relatively good quality of products can secure good sales all year round.

