

**PRESS RELEASE**

**Robur Capital set to boost Sunday's growth**

Ledegem, 18 July 2022 – Robur Capital has acquired a 25% stake in Sunday, the European number one for sustainable company fashion that people love to wear ([www.teamsunday.com](http://www.teamsunday.com)).

Sunday was started by Steven Callens and Niels Vandecasteele for the purpose of designing and making bespoke merchandising – top-quality, personalised clothing and accessories that enable companies to increase their brand awareness in a variety of ways. Besides offering clients an all-in-one solution, covering creative and technical design through to manufacturing and delivery, Sunday also provides consultancy services, ranging from campaign design to campaign tracking. The company has its head office in Roeselare (Belgium) and partners with a production team in Poland.

The name Sunday reflects the company's philosophy: instead of standardised merchandising, make fashionable, high-quality clothing that fits well and lasts, clothing that is so beautiful, people want to wear it on Sundays too.

Since its inception in 2015, Sunday has grown at a rapid pace, so much so that it was named the fastest-growing tech company in West Flanders in Deloitte's 2021 Technology Fast 50, and ranked in the top 10 of the 2022 Trends Gazellen, the list of the fastest-growing small and medium-sized businesses in Flanders. It currently has more than fifty employees working at its five sites in Belgium, the Netherlands, Germany, Ireland and Poland. Its client base includes such big names as Facebook, Google, Mastercard, Netflix, Salesforce and TikTok.

"We truly believe in Steven Callens and Niels Vandecasteele, both of them young and driven entrepreneurs," says Wim Deblauwe, Managing Director of Robur Capital. "We look forward to working with them to ensure that Sunday continues to grow."

Steven Callens, co-founder and co-CEO of Sunday, has great ambitions: "We've already achieved a lot; now we're aiming to be the global number one in our sector. And we're honoured that Robur Capital wants to help us in our quest." Fellow founder and CEO Niels Vandecasteele concurs: "International expansion is definitely on the agenda over the next few years. As we grow, we want to unwaveringly focus on quality and sustainability, always putting our clients and employees first. So Robur Capital's entrepreneurial spirit is a perfect match for us."

This transaction is Robur Capital's eighth investment. The parties involved have agreed not to disclose any further financial details.



**More information**

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