



BUSINESS

Norwegian Luggage Firm Db Welcomes New Investors

- Erling Braut Haaland and Gustav Magnar Witzøe become minority investors alongside LVMH Luxury Ventures Fund as the firm charts international expansion.

BY MILES SOCHA

PARIS — Norwegian luggage firm Db, which attracted an investment from LVMH Luxury Ventures Fund last December, has brought on two more minority investors with bold-faced names as it charts further global expansion.

Football star Erling Braut Haaland, a striker for Premier League club Manchester City, and salmon heir and fashion model Gustav Magnar Witzøe, who walked in Thom Browne's fall 2023 fashion show, have also taken stakes in the firm.

Financial terms were not disclosed, however, Db said Haaland and Witzøe would "play active roles alongside [LVMH Luxury Ventures] in supporting Db's global expansion."

"We always look for like-minded people who share our ambitions, passion and mindset," Truls Brataas, founder of Db, said in a statement shared with WWD. "Erling and Gustav are two exceptional individuals who dare to dream big and follow up with the work needed to reach excellence."

Witzøe, who caused a stir when he attended the 2024 Met Gala dressed in a blush-colored body suit smattered with gemstones, is a significant shareholder of salmon fish farming company SalMar ASA, one of Norway's largest companies.

"I have spent most of my life at the intersection of fashion and business," he said in a statement. "With Db, I get to combine these two worlds and be part of a unique Scandinavian success story that is just beginning."

Haaland, who has been spotted traveling with Db's Ramverk Pro case, said "this is a product space I personally love, and I see

a very strong business case for the wider international market, notably around its luggage range.

"I'm fascinated by how Db combines functionality with a clean Scandinavian aesthetic," added the athlete, who also plays on Norway's national team.

Known for its sturdy, functional bags and enthusiastic following among surfers, skiers, skaters and other outdoor enthusiasts, Db cases were originally marketed under the brand name Douchebags when the firm was founded in 2012. (According to the Db website, the word *douchebag* doesn't have the same connotation with Norwegians and Swedes as it does with native English speakers.)

Today, Db makes a range of luggage, backpacks, duffels, totes and accessories from mostly recycled materials, with proprietary innovations for protecting gear, and connecting multiple bags for easier carrying.

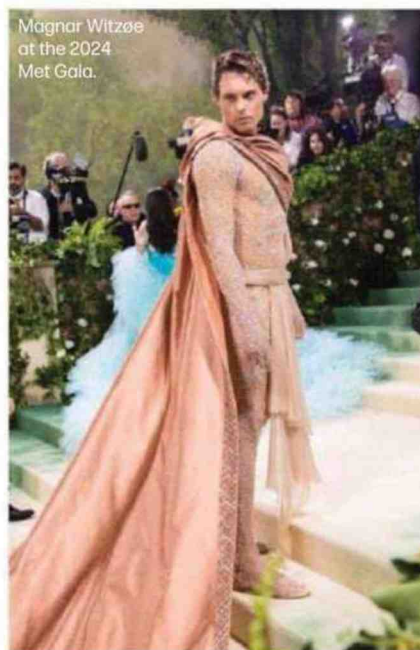
While its core market remains North Europe, Db is accelerating growth in the U.S. and Asia and eyeing expansion in Denmark, the Netherlands, the U.K. and the Baltics, as reported.

"Erling's global appeal will significantly raise Db's brand awareness beyond Scandinavia, accompanying its international development ambitions," commented Richard Collier, chief executive officer of Db. "And Gustav brings deep insights into the fashion world — a segment we're expanding rapidly through premium products and a selective distribution strategy. This powerful duo brings tremendous strategic value to the brand."





Richard Collier, Gustav Magnar Witzøe, Erling Braut Haaland and Truls Brataas.



Magnar Witzøe at the 2024 Met Gala.



Magnar Witzøe on Thom Browne's fall 2023 runway.

