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JONATHAN LOGAN BRAND GOES UP FOR AUCTION

By Julie Greenberg

The Jonathan Logan brand, which was once a force in the women's apparel business, is up for grabs.

Net Worth Solutions, an investment banking firm based here, has been authorized by Delan Enterprises Inc., which currently owns the brand, to sell or license all of its rights and interests in the Jonathan Logan trademark.

Interested buyers have been asked to submit proposals to Net Worth Solutions by Sept. 16. Net Worth Solutions and Delan Enterprises will evaluate bids and may select a winner or respond to leading bidders with counterproposals. Delan may choose to close bidding early with a qualified purchaser.

Founded in 1944, Logan generated sales of \$255 million in its heyday during the Seventies and Eighties. It was primarily known for junior dresses and knits, selling to numerous department stores. The company was acquired by United Merchants and Manufacturers in 1984 and transferred ownership several times in the late Nineties. Over the years, the company shifted into women's career and casual sportswear.

The brand is still in production today, and the company shipped 1.28 million units of merchandise in 2004. Among its top customers in recent years have been Sam's Club and Burlington Coat Factory.

"In the Seventies and Eighties, there was no larger brand than Jonathan Logan, and over the course of the years, it has sold billions of dollars of merchandise," said Jack Hendler, president of Net Worth Solutions. "Women knew the brand very well, and if you talk to women over 40 today, they still know it. There is a real reason to bring this brand back to the marketplace."

Hendler said that while the bidding process has just begun, there are already offers for the brand.