

Denmark's richest man loses three of his four children



Anders Holch Povlsen (in pic with wife Anne) owns fashion brands like Vero Moda and Jack & Jones

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Denmark's richest man Anders Holch Povlsen, whose company owns leading brands such as Jack & Jones and Vero Moda, lost three of his four children in the string of deadly bomb blasts in Sri Lanka.

"I can confirm three children have been killed. We have no further comment and we ask that the family's privacy is respected," a spokesperson for his company, Bestseller said.

The family was on holiday in Sri Lanka and Forbes reported that four days ago, the billionaire's eldest daughter had posted a photo of her three siblings on Instagram with the caption "3x small vacation bosses".

The 46-year-old businessman's wealth is estimated at \$7.9 billion with a large part flowing from his stake in Bestseller, which was founded by his parents in 1975 in the small Danish town of Ringkøbing, where they opened their first store. Now, the company operates over 7,000 stores in China alone through a joint venture.

While Bestseller is a closely-held company, it is the largest shareholder in UK-listed online fashion retailer Asos. Povlsen has also built up a portfolio of tech investments. Besides, he owns more than 1% of all the land in Scotland, according to Forbes.

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Danish couple don't specify which of their 3 kids died

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Anders Holch Povlsen, who lost three children in the Easter Sunday blasts on Sunday, has a string of Scottish estates spread over 220,000 acres, according to Financial Times. The 46-year-old tycoon and owner of Bestseller owns more than 1% of all the land in Scotland and is believed to be the largest landowner in the country.

He and his wife, Anne, also set up WildLand, a nature conservation company, to preserve Scottish Highlands. "If you are able and have the ability you also carry the responsibility to contribute and to save wild nature" Povlsen said on the website of the company that also owns land in Romania.

Several of Bestseller's 11 brands have a presence in India, including Only, Selected Homme, Junarose, Only & Sons,



It was also not known which of the eight blasts killed 3 children of Anders Holch Povlsen (in pic)

apart from Vero Moda and Jack & Jones. Vero Moda, launched in India in India 2010, is the most high profile of the lot with 67 exclusive outlets in addition to 163 Shop-in-Shops, the company's website said. Jack & Jones has over 1,000 outlets across 38 countries, with 69 stores in India.

Zalando too had entered India but pulled down the shutters after a short while and Klarna was reported to be eyeing a presence in the Indian market. However, the tycoon and his wife, Anne, didn't specify which of their three children had died. It was also not known which of the eight blasts killed them. Povlsen, Denmark's richest man, has a net worth of \$7.9 billion. He is the majority stakeholder in Britain-based online retailer ASOS.

Povlsen inherited Bestseller from his parents who had founded the firm in 1975. The group has more than 3,000 stores in 70 nations. AGENCIES