



GROUP CHAT

Same Glory, New Chapter

The 70-year-old luxury sportswear business '47 has served sports fans for decades. The popular brand was thriving until the pandemic, when the company teetered on the brink of collapse. Enter Dominic Farrell, a longtime sports enthusiast, former trading card collector and seasoned expert in the sportswear industry. Recognizing the entrepreneurial spirit that originally fueled the enterprise, Farrell knew exactly how to rebuild '47 with a new vision while staying true to its roots.



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