



Claesens hit with middle class

## India Hollands good

Photo: Telegraph

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### HAARLEM - The underwear of the Dutch label Claesens sells well in the growing Indian middle class.

By Paola van de Velde

"We work with most major Indian retailers together. Everywhere we have a shop in a shop." For twelve years the underwear, shirts and nightwear from Claesens produced in India. "Before that, we left everything in China, but through the grapevine we arrived in India," says founder and owner Gerard den Boer, who along with his wife Debora Blaauw and friend Maarten Klaassen since 1993 at the head of the company stands.

#### OWN FACTORY

"Initially, we worked with a factory that was led by Italians. All staff were trained in Italy and they did the finest underwear. The quality was fantastic but they sometimes delivered rather late. Therefore, we are one of the Indian executives from that company started its own plant. "

"We started with a small production line with 10 to 15 men. Now we have over 300 people in the southern Indian city of Tirupur

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**Foto van de dag: Goud passen in Bombay**

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