Three children of Bestseller billionaire killed in Sri Lanka attacks

By Sandra Halliday - 23 April 2019

The industry is reeling from news that Bestseller owner and major Asos investor Anders Holch Povlsen lost three of his four children in the senseless tragedy that unfolded in Sri Lanka on Easter Sunday.

Terrorist attacks on churches and luxury hotels killed at least 290 people and injured hundreds more with Holch Povlsen’s family among the victims.

Bestseller communications manager Jesper Stubkier confirmed the deaths but understandably added: “We have no further comment and we ask that the family’s privacy is respected at this time.”

The company hasn’t commented either on whether he might now take some time away from the business to focus on his own and his family’s recovery process.

Holch Povlsen is Denmark’s wealthiest man and controls Bestseller, whose best known brands are Vero Moda and Jack & Jones.

He and his wife, Anne Storm Pedersen, have strong UK links and are also reported to be Scotland’s largest landowners, as well as holding an almost-27% stake in British e-tail giant Asos with a value of £866 million. Additionally, he owns a major property on Oxford Street in London, Berkertex House.

As the full extent of the Easter Sunday attacks became clear on Monday, the death toll mounted from initial estimates of just over 100. But it’s still unclear who was behind the bombings. It has been reported that seven suicide bombers took part in the atrocities and around 24 people have been arrested, but no groups have yet claimed responsibility.