



PRESS RELEASE

comma restructures its product team

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comma welcomes two strong new additions to the team and sets the course to continue the company's success in the future.

As of 01/07/2019, Lorena Suarez Sanchez will take on the role of Global Product Director (GPD) for comma Ci. With more than 18 years of international experience in product management, purchasing and design, Lorena Suarez Sanchez is a renowned expert in her field. Most recently she was Director of Mango Line at Mango, before which she held various management positions at Esprit and Zara, among other things. Her main tasks will include enhancing the profile of the comma Ci brand as well as steering its future orientation. She will report directly to Sonja Balodis, comma CEO.

"We are very pleased to have been able to get such an experienced manager on board at comma Ci," says Sonja Balodis, comma CEO. "Lorena Suarez Sanchez is an absolute expert in the industry with customer focus and excellent analytical skills. As a product specialist she also has an extremely good eye for relevant trends."

Lorena Suarez Sanchez is succeeding Frauke Stein, who is moving back to her home region by the Neckar after three years at comma Ci. Frauke Stein has been a valued member of the comma Ci team and successfully shaped the brand over the last few years. "We regret Frauke Stein's departure and thank her for her commitment and valuable contributions to comma Ci. At the same time, we are confident that the restructuring of the comma team will bring a positive impulse for the further development of the comma Ci brand," says Sonja Balodis, comma CEO.

Meanwhile, in the newly created position of Global Product Director (GPD) comma, Francisco Droege has been responsible for the consistent orientation and enhancement of the comma brand identity since the end of 2018, working closely with CEO Sonja Balodis. The focus of his collection development is firmly on customer orientation, speed, clarity and commercial product innovations. "Francisco Droege's signature style is giving the comma collection a fresh, fashionable boost," says Sonja Balodis, comma CEO.

If you have any further questions, please contact:

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