



PRESSEMITTEILUNG

BIRGIT ADELS TO BE APPOINTED CEO OF LIEBESKIND BERLIN

ROTTENDORF, 13 March 2018

As of May 1, 2018, Birgit Adels will take over as CEO of LIEBESKIND BERLIN.

Adels joins from the global consultancy firm Heidrick & Struggles, where she has been Partner and Global Head of Fashion and Luxury. She spent over twenty years in various leadership positions in the fashion, music and media industry, such as Global CEO of Viktor&Rolf, CEO GSA at EMI Music Group and CEO Northern Europe at Prada Group. Adels started her career at Kirch TV Group and Bertelsmann Media Group.

„We are delighted to welcome Birgit Adels as CEO. With her vast intercultural leadership experience across industries she will strengthen LIEBESKIND BERLIN and further drive its growth forward“, says Gernot Lenz, CEO s.Oliver Group.

„LIEBESKIND BERLIN is a unique brand with great and international potential. I am looking much forward to an exciting future with the team“, says Birgit Adels.

COMPANY FACTS

The s.Oliver Group was established by Bernd Freier in 1969. In only a few decades, it has grown into one of Europe's leading fashion companies. In 2016, the Group generated a brand turnover of more than 1.6 billion euros and employes around 7,000 people internationally. Besides the brands s.Oliver RED LABEL and s.Oliver BLACK LABEL, Q/S designed by and TRIANGLE, the company's portfolio also includes comma, comma CI and LIEBESKIND BERLIN.

If you have any questions, please contact:

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