



## PRESS RELEASE

# KRISTINA SZASZ BECOMES CHIEF PRODUCT OFFICER AT S.OLIVER

### **ROTTENDORF, 6 February 2018**

The s.Oliver Group announces that Mrs Kristina Szasz will join the management board of s.Oliver on March 1, 2018, taking over the position of Chief Product Officer. In this function, she will be responsible for the entire product division of all segments and collections of the s.Oliver brand (RED LABEL, BLACK LABEL) as well as of Q/S designed by. In the position of CPO, Kristina Szasz will exert a significant influence on the brand strategy of all relevant domains and touch points.

"We are delighted that we were able to win Kristina Szasz for the position of CPO. She has broad experience in the product sector as well as in the creative area", says Gernot Lenz, CEO s.Oliver Group.

Kristina Szasz succeeds Susanne Schwenger who will leave the company at her own request by April 30, 2018.

Most recently, Kristina Szasz worked as Vice President Design for Hudson, Los Angeles, and as Brand Consultant for Escada, Munich. Before, she operated as Vice President for Abercrombie and Fitch, USA, and as Creative Director for Karl Lagerfeld and Tommy Hilfiger Sportswear (PVH). During her career, Mrs Szasz also worked in design positions for Levis, Nike, Ralph Lauren, and Emilio Pucci amongst others.

### **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.

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