



## PRESS RELEASE

# LEVIN REYHER IS NEW MARKETING DIRECTOR FOR S.OLIVER

### **ROTTENDORF, 1 September 2020**

The s.Oliver Group announces that **Mr. Levin Reyher** has been appointed **Director Marketing & Licences s.Oliver**. In this function he reports to Claus-Dietrich Lahrs, CEO s.Oliver Group.

Levin Reyher is joining us from Adidas, where he started his career in 2005 in the position of Global Senior Communications Manager Football. He managed the football communication until 2011, most recently as Global Communications Director. Under his leadership, successful campaigns for the FIFA World Cups in Germany (2006) and in South Africa (2010) were created. From 2011 he held several managing positions within the Business Unit Group Training, firstly the position of Global GTM Director, later the position of Global Senior Director Brand Marketing. Here he was responsible for the market launch and positioning of the newly created Sport-Lifestyle Business Unit ATHLETICS. Since 2017, in the position of Global Vice President Concept-to-Consumer, he has been responsible for all international marketing activities of the Business Unit Group Training. Before joining Adidas, he was employed by the creative agency Michael Conrad & Leo Burnett.

Claus-Dietrich Lahrs, CEO s.Oliver Group: "We are pleased that we were able to win an accomplished brand expert with international experience for this position. Levin Reyher will use his extensive expertise for the further development and positioning of the s.Oliver umbrella brand and its licenses. His task will be to inspire our customers with convincing communication campaigns, win new customers and support the brand in its international expansion."

### **COMPANY INFORMATION**

Founded in 1969 by Bernd Freier, the s.Oliver Group has become one of the leading European fashion companies and celebrated its 50th anniversary in 2019. The Group employs around 6,100 people internationally. Besides the brands s.Oliver, comma, Q/S designed by and Liebeskind Berlin also includes TRIANGLE in its portfolio.

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