



## PRESS RELEASE

# SANDRO SCHRAMM BECOMES MARKETING DIRECTOR OF S.OLIVER – VANESSA BRÜSKE SUCCEEDS HIM AT COMMA AS HEAD OF MARKETING

### **Rottendorf, 14. June 2016**

Sandro Schramm will assume the task of Marketing Director of s.Oliver, Q/S designed by and TRIANGLE on 1 July 2016. In his new position, Mr Schramm will be responsible for the entire area of marketing with Brand Management, Trade Marketing, Visual Merchandising, Communication and Creative Services. His tasks will include developing the brand strategy as well as positioning and internationalising the brands. The 37-year old will report to Susanne Schwenger, Managing Director Product & Marketing. He succeeds Godo Kraemer, who left the company at his own request on 31 May 2016.

Over the past four years, Mr Schramm was responsible for the comma and comma casual identity brands in his capacity as Head of Marketing. He has also been responsible for Marketing at Q/S designed by since February 2016.

“The Freier Family, Sonja Blömker, CEO of comma, and I would like to thank Mr Schramm for our good collaboration to date. This step within the s.Oliver Group was a logical consequence and we are delighted that Sandro Schramm will be integrating his expertise as our new Marketing Director of s.Oliver, Q/S designed by and TRIANGLE in order to push the new brand strategy of the s.Oliver Group based on the idea of a strategic brand portfolio”, claims Armin Fichtel, CEO at the s.Oliver Group.

Sandro Schramm will be succeeded by Vanessa Brüske as Head of Marketing of comma. Ms Brüske comes from the Oui Group where she has been responsible for the Oui and SET brands as Head of Marketing & Public Relations since 2013. In her new position, Vanessa Brüske reports to Sonja Blömker, CEO of comma.

“We are delighted to have Vanessa Brüske as our new Head of Marketing at comma. Ms Brüske avails of many years of international experience in the premium fashion sector and we are convinced that she will continue to increase perception of the comma brand. At the same time, we also wish Sandro Schramm every success in his new position; he has significantly contributed to the positive development of the brand during his time at comma”, adds Sonja Blömker.



## **COMPANY INFORMATION**

The s.Oliver Group, which was founded by Bernd Freier in 1969, grew into one of Europe's leading fashion companies within just a few decades. In 2015, the group achieved a brand turnover of 1.6 billion Euros and employed about 7,800 people all over the world. In addition to the s.Oliver RED LABEL, s.Oliver BLACK LABEL, Q/S designed by and TRIANGLE brands, the company's portfolio also includes comma and Liebeskind Berlin.

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