

comma,

PRESS RELEASE

The product field is undergoing some changes at comma

Rottendorf, 29. October 2018

Francisco Droege will fill the newly-created role as Global Product Director (GPD) from the 01/11/2018.

The GPD for comma, Francisco Droege, and the GPD for comma casual identity, Frauke Stein, will lead their respective product teams and report directly to Sonja Balodis, comma CEO.

One of Francisco Droege's main tasks will be to strengthen the profile of the comma brand and direct it. He has more than twelve years of international experience in the fields of Product Management, Merchandise and Operations.

Droege is joining us from Esprit, where he had many leading positions, most recently as Vice President Head of Merchandise Management APAC. Before Esprit, Francisco worked for the company Mango, where he collected an inordinate amount of international experience.

“We're really pleased to have recruited such an experienced manager for the newly-created GPD role at comma. As a Product Specialist, he has a great instinct for relevant trends and has strong analytical skills too.” Sonja Balodis, comma CEO.

ABOUT COMMA

comma is one of the fastest-growing women's fashion brands in Germany of the past few years. Since 2008, its turnover has increased six-fold from 42 million to around 250 million. The fashion company's branding comprises two different collections: comma and comma casual identity. These two collections are sold at over 2,500 points of sale in over 25 countries. The sales network includes the company's own stores, franchise stores, shop-in-shops as well as online stores in Germany, Switzerland and the EU. comma operates as an independent brand and is a wholly-owned subsidiary of the s.Oliver Group, with headquarters in Rottendorf.

If you have any further questions, please contact:

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