

Press Release

## **GERRY WEBER sets up digital think tank**

**GERRY WEBER International AG, the global fashion company, has established a digital subsidiary. Apart from pooling creative ideas, its mission is to continuously develop new digital solutions for the optimisation of business processes.**

*(Halle/Westphalia, 23 Oct. 17)* In times of digital transformation there is no such thing as regularity. Digitisation is an ongoing process that needs to be shaped and leveraged. Today, change is the norm and not the exception. It often suffices to take another perspective in order to keep pace with digital change but sometimes you need to develop entirely new concepts.

To master these challenges, GERRY WEBER International AG has set up a new platform in E-GERRY WEBER Digital GmbH, a digital think tank that opens up space for creative, innovative developments and ideas. The team of the newly established digital company will work out of the Pioneers Club in Bielefeld, where a wide variety of renowned enterprises have set up their offices to lay the basis for digital innovations in a dynamic environment shared by peers.

Ralf Weber, CEO of GERRY WEBER International AG: “Our newly established digital think tank will help us stay at the forefront of digital developments. The creative input of the digital experts will be optimally pooled with our entrepreneurial requirements in order to inject digital innovation into our day-to-day business processes. New technologies, processes and tools will open up diverse possibilities to tap potential for value creation.”

As of 2 November 2017, 32-year-old Dario Lino Remmen will take the helm at E-GERRY WEBER Digital GmbH. Leading an open, multi-disciplinary and flexible team, he will assist the GERRY WEBER Group in digitising key business processes and implementing new strategies. Mr Remmen has gained broad experience in developing and realising digital business processes, e.g. at Hennes & Mauritz, Hanse Ventures BSJ GmbH and ePages GmbH. Most recently, he worked at “AGCC - A Gentlemen’s Clothing Company”, which was co-founded by him. In his new role, he will report directly to Ralf Weber, GERRY WEBER International AG’s Chief Executive Officer.

# GERRY WEBER

INTERNATIONAL AG

## **The GERRY WEBER Group**

GERRY WEBER International AG, headquartered in Halle/Westphalia, operates on a global scale and unites five strong fashion brands under one roof: GERRY WEBER, TAIFUN, SAMOON, talkabout and HALLHUBER. Since its beginning in 1973 GERRY WEBER International AG, which is listed in the S-DAX, has become one of the best known German fashion and lifestyle companies with approximately 1,240 company-managed stores and sales spaces (incl. 376 from HALLHUBER), more than 2,400 shop-in-shops and 255 franchised stores worldwide as well as brand online-shops in nine countries. With some 6,900 employees worldwide (including about 2,000 from HALLHUBER) and distribution channels in roughly 60 countries, the GERRY WEBER Group is one of the largest listed fashion companies in Germany (Date: July 2017). In the financial year 2015/16 (1 November 2015 to 31 October 2016) the GERRY WEBER Group generated sales revenues of EUR 900.8 million.

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