

## Corporate News

### **Brigitte Danielmeyer starts as Brand Director GERRY WEBER**

*Halle/Westphalia, 14.11.2022* - Change in the product division of the GERRY WEBER Group: A new executive starts in Halle/Westphalia on November 15.

Brigitte Danielmeyer takes over responsibility for the main brand as Brand Director GERRY WEBER. Together with Victoria Frye, Head of Design GERRY WEBER Collection, and with the support of her entire team, she will implement the positioning of the brand and further increase the appeal and desirability of the collections.

"With Brigitte, we have gained an experienced and high-profile leader for GERRY WEBER," says CEO Angelika Schindler-Obenhaus. "She understands how to shape transformation processes, how to develop brands in line with the needs of customers and how to drive the interplay between bestseller management and fashion as well as digitalisation. The team and I are very much looking forward to taking the brand to the next level."

Brigitte Danielmeyer was most recently Director Buying Women at C&A, where she was responsible for sourcing strategy, modernising collections, expanding the e-commerce business, and developing new business areas. Previous positions include Liebeskind Berlin, Tommy Hilfiger and ESPRIT.

Brigitte Danielmeyer has a keen sense for trends. She appreciates agile working and knows how to combine creativity and analytical skills to create commercially successful collections. Profound knowledge of global sourcing rounds off her profile. Commenting on her move to Halle, she says "GERRY WEBER is a great brand that has gained enormous charisma in recent times. I am very much looking forward to taking over responsibility for the brand in this exciting phase and to continuing to work together with my colleagues towards the goal of achieving market leadership in our segment."

#### **About the GERRY WEBER Group**

Headquartered in Halle/Westphalia and employing some 2,100 people, GERRY WEBER International AG is one of the largest fashion and lifestyle companies in Europe. The company sells trend-oriented modern classic mainstream fashion in 54 countries. In addition to the GERRY WEBER brand, the GERRY WEBER Group also owns the younger TAIFUN brand and the plus-size brand SAMOON. For more information, visit [www.gerryweber.com](http://www.gerryweber.com)

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