

## Corporate News

### GERRY WEBER strengthens management team

- **Arnd Buchardt starts as Managing Director and is responsible for all sales activities**
- **Frauke Stein becomes Brand Director**

*Halle/Westphalia, 08.01.2024* – GERRY WEBER is getting reinforcements. Two new managers, **Arnd Buchardt** and **Frauke Stein**, are starting in Halle/Westphalia at the beginning of the new year. Both are celebrating a comeback.

**Arnd Buchardt** will join the management team as Chief Sales Officer (CSO). In this role, he will be responsible for the GERRY WEBER GROUP's sales activities across all channels.

He previously worked for the Group from 2004 to 2016. Initially as Head of Sales, later as Managing Director of Life-Style Fashion GmbH. In 2013, he was promoted to the Executive Board, where he was most recently responsible for the Product, Brands and Licences departments. After his time at GERRY WEBER, he worked independently and in an advisory capacity.

"I am delighted to be part of the GERRY family again," says Arnd Buchardt on his return. "I sense a spirit of optimism and the will to find new strength. The course has been set and I believe that the path we have chosen is the right one. Together with our team, we will continue to develop consistently in line with the requirements of the market. For a successful future."

"Arnd Buchardt is a proven expert. He knows the market, our company and our brands and has already successfully contributed to the development and expansion of our market position in the past. I am delighted with his decision to return to Gerry Weber," says CEO Dirk Reichert, welcoming his new colleague as Managing Director.

**Frauke Stein** will become Brand Director GERRY WEBER.

Frauke Stein previously worked in Halle from 1999 to 2015. Initially as Product Manager Knit & Jersey, later also as Creative Product Director GERRY WEBER Edition and most recently as Managing Director of Life-Style Fashion GmbH.

Other stations in her career in the fashion industry were the S.Oliver Group and the Betty Barclay Group, where she was most recently Head of Product for the Cartoon brand.

"After 16 successful years at GERRY WEBER, I am now looking forward to returning to work with my team to sharpen the brand DNA and return the collection to its former strength," emphasises Frauke

# GERRY WEBER

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Stein on the occasion of her comeback. "We will give the brand the modern zeitgeist that the market needs and, with the support of retailers, position the brand sensibly and sustainably."

"Frauke is a product expert. She has a sure instinct for trends and for the needs of customers. She knows how to develop brands in line with our customers' needs and at the same time strike the right balance between bestseller management and fashion, while giving the collections a unique style. She appreciates agile working and will tackle the challenges pragmatically with the team," says Dirk Reichert. "We are confident that the new constellation will put us in the best possible position to meet the current and future challenges and put GERRY WEBER back on the road to success."

In this role, she succeeds Brigitte Danielmeyer, who took over responsibility for the Group's main brand in 2022 and is now leaving the company at her own request. She is leaving on the best of terms and after very careful consideration.

"Gerry Weber is restructuring the Brand, Design and Product Development division. As Brand Director, Brigitte Danielmeyer has played a very important role in the realignment and modernisation of design, technology and product development. She has also played a key role in the successful transformation of procurement. The reorganisation in this area has been successfully completed and the Gerry Weber Collection and Edition divisions as well as the Licensing division have been significantly modernised under her leadership. We would like to thank her most sincerely for this. We regret her departure and wish Brigitte all the best, both personally and professionally," says Dirk Reichert.

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

Headquartered in Halle/Westphalia, GERRY WEBER International GmbH 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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