

## PRESS RELEASE

### **Imma Estinghausen Böwering joins the wholesale team as Director Wholesale DACH & BeNeLux**

*Halle/Westphalia, 15.07.2024* – The GERRY WEBER Group has a new Director of Wholesale Sales: Imma Estinghausen Böwering took over as Director Wholesale DACH & BeNeLux on 09.07.2024, succeeding Jochen Vonderlage.

Imma is a proven sales expert with extensive knowledge and many years of experience in the fashion industry. Imma worked at S. Oliver from 1996 to 2019 and at Liebeskind Berlin from 2019 to 2021 as Sales Director.

Commenting on her move to GERRY WEBER, Arnd Buchardt said: "We are delighted that Imma is joining GERRY WEBER. With her many years of experience in women's fashion, she will provide GERRY WEBER with long-term support in implementing our expansion strategy. She is a true professional with an excellent network in her field."

"We will make GERRY WEBER a relevant brand again and bring it to where it belongs. There is also great potential for TAIFUN and SAMOON. Wholesale needs variety, high productivity and profitability. We will work hard to achieve this. I am very much looking forward to working with the entire team to reactivate old customer relationships, build new ones and strengthen existing ones," says Imma of her new role at GERRY WEBER.

#### **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)