

## CORPORATE NEWS

### **Change in GERRY-WEBER Retail: Anja Hecht-Meinhardt new Managing Director in Halle**

*Halle/Westphalia, 01 February 2021* – As of 1 February, Anja Hecht-Meinhardt signs responsible for the entire Retail segment of GERRY WEBER Group. The 45-year-old succeeds Peter Krosta, who had repositioned himself already in July 2020 with his consultancy business and will leave GERRY WEBER now entirely.

Previously, Anja Hecht-Meinhardt signed responsible as Head of Selling of C&A for the past five years. Prior, she worked at Marc O'Polo for 15 years, between 2012 and 2016 as Head of Retail. "To me, GERRY WEBER is and was a brand with a very solide foundation and a clear vision", Anja explains her move to Halle/Westphalia. "A strong target group and a highly competent team, which has gone through difficult times in the past years, promise a very good foundation for success."

Concerning her plans for the future: "Stores are the figureheads of a brand, that is nothing new. In understanding and running the retail segment as role model lies the great potential for the future! Our focus has to be on transmitting the desirability of the brand even stronger through our stores." It is equally important, to take into account the changing needs and requirements of the customers: "Offering spaces for experiences and encounters and providing authentic services – this is where the great opportunities for stationary retail lies, but particularly also in times of the pandemic, where the big challenges await."

Operating the own retail segment as figurehead for the world of GERRY WEBER is also a clear cornerstone of the strategy for the upcoming two years according to Alexander Gedat, CEO of GERRY WEBER International AG. "Anja has a high level of experience and expertise in stationary retail, also in conjunction with our target group. We are very pleased to welcome her in our team and to steer our retail segment, which particularly suffers from the current corona pandemic, under her leadership back to new strength."

Great gratitude is owed to predecessor Peter Krosta, who had reorganized and restructured the retail segment as of September 2018 onwards, Alexander Gedat adds further.

The retail segment of GERRY WEBER contains all self-managed sales spaces in Germany and abroad: These are about 200 company-own stores in Germany and about 590 self-managed spaces around the world.

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

GERRY WEBER International AG, headquartered in Halle / Westphalia, represents with roughly 2,600 employees one of the largest Fashion- and Lifestyle companies in Europe. The organization distributes modern-classic mainstream womenswear in over 60 countries. GERRY WEBER Group consists of the eponymous brand GERRY WEBER, the young brand TAIFUN and the plus-size brand SAMOON. For further information, visit our website: [www.gerryweber.com](http://www.gerryweber.com)

# GERRY WEBER

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