

PRESS RELEASE

Karin Zimmermann is CEO at MADELEINE MODE GmbH

Zirndorf, 05.10.2020 - Karin Zimmermann has been CEO of the fashion company MADELEINE Mode GmbH since October 2020. The 45-year-old came to MADELEINE from the online retailer Amazon and will primarily drive digitalisation and data-driven marketing forward.

Karin Zimmermann has a deep understanding of the demanding sales requirements in fashion retail with a special focus on the customer. Karin Zimmermann gained extensive experience most recently at Amazon, where she was responsible for several fashion categories. Prior to that, she held senior positions at C&A as well as at the management consultancy Boston Consulting Group.

"With her versatile experience and expertise in the digitalisation of retail models and the data-driven marketing of fashion, Ms Zimmermann fills the crucial future needs for MADELEINE. We wish her much happiness and success in this position," Dr Daniel Gutting, CEO of the TriStyle Group says.

The previous chairman of the management team, Alexander Weih, has left the company at his own request after eleven years to take on new professional challenges.

"We would like to thank Mr. Weih for his excellent teamwork, efforts and dedication over the past eleven years and wish him all the best and much success for his professional future," says Dr Daniel Gutting.

About MADELEINE

MADELEINE - for over 40 years, this name has represented the highly fashionable mail order company for ladies' clothing with the highest quality standards. The MADELEINE collections offer exclusive high fashion, self-confident business outfits, highly combinable basics, trend-setting accessories, and luxurious lingerie. MADELEINE Mode GmbH is a wholly owned subsidiary of the Munich-based TriStyle Group, which is backed by the financial investor Equistone Partners Europe. In addition to MADELEINE, the fashion company Peter Hahn GmbH is also part of the TriStyle Group.