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## **New Director Brand Management at BOGNER**

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Munich, April 1, 2021 – BOGNER appoints Barbara Holzer as the new Director Brand Management. Holzer will ensure the brands direction in the luxury sports fashion industry and in further expanding its leading position in this area. In her new role, she will report directly to Heinz Hackl, Co-CEO of BOGNER.

"With Barbara Holzer, we are bringing an experienced design and product

expert into our team. Her know-how of the industry, her high affinity to sports, her innovative approaches as well as her competence in material development have convinced us and we are very happy to have her on board," says Heinz Hackl.

Holzer has many years of experience in product development, design and marketing. Before joining BOGNER, she was Head of Division for s.Oliver. Prior to that, she spent many years at Marc O'Polo in various positions. Most recently, she was responsible for product development, design and marketing at TONI Damenmoden GmbH for the TONI, Relaxed by TONI and ROSNER lines.

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*Willy Bogner GmbH & Co. KGaA, based in Munich, is an internationally successful lifestyle company and the leading provider of exclusive sports fashion, luxurious sportswear and designer fashion. The company employs over 800 people worldwide and appears in over 50 countries with the BOGNER (Woman, Man, Sport, Kids) and FIRE+ICE brands as well as licences. The company, which has existed since 1932, is led by Heinz Hackl and Gerrit Schneider, owner is Willy Bogner represented by trustee Arndt Geiwitz. More information: [www.bogner.com](http://www.bogner.com).*

## Contacts



### **Alena Haage**

Press Contact

Public Relations

[a.haage@bogner.com](mailto:a.haage@bogner.com)

+49 89 436 06 371



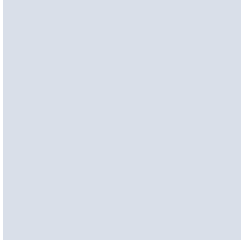
**Christine Neubauer**

Press Contact

Public Relations

c.neubauer@bogner.com

+49 89 436 06 450



**Saskia Scharowsky**

Press Contact

Corporate Communications

bogner@gaullyadvisors.com

+49 69 767 578 23