

Press release

Borås

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Pernilla Forsman new Head of Kids Collection at Ellos

Pernilla Forsman has been recruited to Ellos as Head of the Kids Collection. Pernilla has an extensive work experience from the fashion industry, and especially in the area of design. For the last nine years, she has worked as Designer for Collection at the Polarn O. Pyret, a Swedish brand for baby and children's wear.

"We are very pleased to strengthen our team in children's wear with Pernilla. One of our focus areas is to move forward in this important segment and Pernilla's experience is an important piece of that puzzle", says Hans Ohlsson, CEO of Ellos Group.

Pernilla Forsman will assume the position as Head of Kids Collection at Ellos during April this year. She has an extensive work experience from the fashion industry and before joining Polarn O. Pyret, she has also held positions in H&M and Gant as a designer. Her earlier positions include being Designer at Hennes & Mauritz and Gant. Pernilla has also founded the business area Woman at the Swedish fashion brand Tiger of Sweden.

"I look forward to work with the kids collections at Ellos. Design is becoming increasingly important, also for children's wear and there are also advantages with a close cooperation with Women's wear", says Pernilla Forsman.

Ellos is the largest online store within Ellos Group and the other business areas, besides Kids are; Woman, Home, Men, Sports, Complementary Products, and Shoes.

Ellos Group also includes the online stores Jotex, the home interior expert online, and Stayhard, men's fashion destination online.

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Ellos Group – with companies Ellos, Jotex and Stayhard – is the Nordic region's leading e-commerce group. Working closely with our millions of customers, we constantly strive to develop and offer attractive fashion and household items for the entire family. Our focus is always on the customer. Ellos Group, headquartered in Borås and with operations in all Nordic countries, has approximately 800 employees and 2014 sales of SEK 1.9 billion. Ellos Group's principal owners are Nordic Capital Fund VIII, Paul Frankenius (with co-investor Frankenius Equity AB), and board chairman Anders Halvarsson.