

Press release

Borås

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Carina Ladow new collection and purchasing manager at Ellos

Carina Ladow will join Ellos in May this year, as collection and purchasing manager. Carina Ladow has an extensive and almost unique experience from Scandinavian fashion. Her current position is Vice President, Assortment and Design at the Swedish fashion company KappAhl.

"It is very pleasing to recruit a collection and purchasing manager of the highest caliber. Carina assumes a key position in our organisation, under which we gather all the business areas of the online store Ellos. Her unique experience from the fashion industry and deep knowledge of the customers, will be very valuable to us in developing our company", says Hans Ohlsson, CEO of Ellos Group.

Carina Ladow will assume the position as collection and purchasing manager in May this year. At KappAhl, Carina Ladow has had a number of positions, including Vice President, Assortment and Design, Marketing Director and Business Area Manager, Woman. Earlier work experience includes the position as Purchaser at the Swedish fashion retailer JC, among other roles.

"Ellos has a very attractive position in the structural shift towards a higher share of e-commerce and it will be exciting to contribute in making this well-known brand more attractive. Tougher competition and fast-moving buying behaviours are some of the challenges and I want to increase the speed and flexibility in the working processes", says Carina Ladow.

Ellos is the largest online store within Ellos Group and Womens fashion is the major business area. Other business areas are Children, Home, Men, Sports and Shoes.

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

For further information, please contact:

Charlotte Hanson, CEO Assistant
+46 (0) 33-16 08 05

www.ellosgroup.com

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.