

Van de Velde

12.12.2018 – 07h50

Regulated information

Marleen Vaesen is appointed CEO of Van de Velde

Marleen Vaesen is appointed with immediate effect as CEO of Van de Velde replacing Erwin Van Laethem, who will leave the company in mutual agreement.

Erwin became CEO of Van de Velde 2 years ago and launched a number of digital transformation projects during that period.

Marleen Vaesen, who has been a board member of Van de Velde since 2012, is well acquainted with the company and can rely on extensive experience. She started her career in marketing at Procter & Gamble and subsequently at Sara Lee / Douwe Egberts where she was responsible for the launch of Senseo. During her tenure she took on international responsibilities for marketing and innovation. Marleen was also CEO of Greenyard during 5 years. After the merger in 2016, she transformed the group into an integrated company.

Herman Van de Velde: "We thank Erwin Van Laethem for his contribution to the digitalization of the business and the improvement of the processes. We wish him all the best for the future. The announced change is the next step to put our brand experience and our customers at the center. Marleen Vaesen is a good choice for this due to the fact that she has been a board member of the company for years."



Van de Velde is one of the global leaders in lingerie, swimwear and sportswear, with its strong brands PrimaDonna, Marie Jo and Andres Sarda. Our mission is to offer every woman the ultimate fitting room experience. Our long-term strategy is based on building brands around the Lingerie Styling fitting room strategy, which brings together fit, style and fashion. We work with 5000 multi-brand lingerie stores worldwide, both online and offline, with a strong focus on core markets Europe and North America. Our own retail channel is run under the labels Rigby & Peller, Lincherie and Private Shop. These stores are classic examples of Lingerie Styling fitting room service. Van de Velde is listed on Euronext Brussels.

CONTACTS

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Herman Van de Velde NV
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