

Van de Velde

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Non-regulated information

Van de Velde appoints Karel Verlinde as CFO

Van de Velde announces that Karel Verlinde will join the company as Chief Financial Officer as from April 22, 2019. Karel Verlinde will report to Marleen Vaesen, CEO and be part of the Management Committee.

Karel Verlinde has extensive experience in finance with a strong controlling background and a keen interest in business operations. He holds a Master degree in Economics from the university of Ireland Maynooth and the Ghent university.

Karel started his career in 2005 at IGI Corp. where he took up international positions in Marketing and Finance. In 2013 Karel moved to Brady Corp. where he was finance manager of the EMEA operations. In 2017 he became Group Controller and was subsequently appointed CFO of IVC Group, a division of Mohawk Industries.

Marleen Vaesen, CEO, is very pleased that Karel Verlinde joins Van de Velde as CFO: *“Karel brings a broad international financial experience. We are convinced that Karel will be an important reinforcement of the Van de Velde Management Committee to further focus on our theme: Growing through focus on the retail partners and brands”.*



Van de Velde is the powerhouse of world class brands PrimaDonna, Marie Jo and Andres Sarda. Our mission is to deliver the ultimate personalized consumer experience. As a leading player in the luxury and fashionable women's lingerie, swimwear and sportswear sector, Van de Velde bases its long-term strategy on developing and expanding brands upon Lingerie Styling. This proprietary concept combines fit, style and fashion. Our key markets are in Europe and North America and we work closely together with 5,000 on- & offline specialty lingerie stores worldwide. We run our own premium retail chains, under the names Rigby & Peller, Lincherie and Private Shop, in which we exemplify the principles of Lingerie Styling. Van de Velde is listed on Euronext Brussels.

CONTACTS

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