



## **Wolford AG: Grit Seymour appointed Creative Director**

- Well-known designer to fill newly created key position
- Fresh impulses for the future identity of the brand

Vienna/Bregenz, 10. November 2014 - **Wolford AG** has appointed the well-known designer **Grit Seymour** as its new **Creative Director**. This position, which was created as part of the company's strategic refocussing, is intended to systematically drive the brand development. The new **Creative Director's** main responsibilities will include the design of future collections as well an advisory function for Wolford's overall brand identity. The first signs of her contribution will be visible in the 2016 spring/summer collection, which will be presented to the professional public in summer 2015.

Grit Seymour has designed for international fashion labels such as Donna Karan and Max Mara. At the end of the 1990s she worked as Creative Director for Daniel Hechter before moving on to create the highly acclaimed first women's collection for Hugo Boss. She has served as an advisor for numerous fashion brands and also designed and marketed her own "Tape" label. Until recently, she lectured in experimental clothing and textile design at the Berlin University of the Arts.

"We are especially pleased to have Grit Seymour join Wolford in this key position," emphasized Axel Dreher, Speaker of the Management Board of Wolford AG. "She is not only a well-known creative personality, but is also extremely well versed in the challenges of developing established brands on an ongoing basis. With her extensive experience, ranging from design to in-store branding, she will play a major role in increasing the charisma of the Wolford label."

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### **Foto-Downloads:**

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[http://service.wolford.com/download/press/Grit\\_Seymour\\_1.zip](http://service.wolford.com/download/press/Grit_Seymour_1.zip)

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### **About Wolford AG**

Wolford AG, which is headquartered in Bregenz on Lake Constance (Austria), operates 16 subsidiaries and markets its products in 60 countries through approximately 270 monobrand stores (own and partner-operated), 3,000 trading partners and online. The company, which has been listed on the Vienna Stock Exchange since 1995, generated revenues of €155.87 million in the 2013/14 financial year (May 1, 2013 – April 30, 2014) and has roughly 1,560 employees. Since its founding in 1950, Wolford has become a leading global manufacturer's brand in the segment of luxury tights, exclusive lingerie and high quality bodywear.

