



PRESS RELEASE

Stefanie von Albert to become new EVP Group Assortment & Purchasing of DOUGLAS

Düsseldorf, 14 December 2023 - DOUGLAS, Europe's number one omnichannel premium beauty destination, is taking the next steps in building its management team for future growth. Stefanie von Albert will assume the position of the Executive Vice President (EVP) Assortment & Purchasing of the Group as of 1 April 2024.

In her role, she will be responsible for the group-wide assortment and purchasing strategy. This includes the development of the core beauty categories, the partner program categories and the relationships with brand partners. Stefanie von Albert will report to Chief Executive Officer (CEO) Sander van der Laan.

"Offering the most relevant and distinctive range of brands is one of the key pillars of our omnichannel strategy 'Let it Bloom'", said Sander van der Laan. "Assortment & Purchasing plays a decisive role in the successful execution of our strategy. Thus, we are very happy to get Stefanie on board. She brings a wealth of experience and possesses an extensive knowledge of the premium beauty industry including the development of categories and brands in an omnichannel environment."

Stefanie von Albert has been in the beauty industry for more than 20 years, the majority of which has been with L'Oréal. She most recently had the role of General Manager E-Commerce of L'Oréal France. Beforehand, she was General Manager Europe for the brands Kiehl's and Urban Decay within the L'Oréal Luxe division. Prior to that she was General Manager EMEA Travel Retail and Marketing Director Europe Armani Beauty.

48 years old Stefanie von Albert is of German nationality and spent most of her business life in France. Apart from her professional core tasks, she is a certified business coach, a member of "Generation CEO" - a network of female leaders in business - and a strategic start-up consultant.

DOUGLAS

ABOUT DOUGLAS

DOUGLAS is Europe's leading omnichannel beauty destination. We inspire customers to live their own kind of beauty by offering a unique assortment in online stores, via a partner program and in around 1,840 stores. Strengthening our successful omnichannel positioning while consistently developing the customer experience is at the heart of our strategy. In its fiscal year 2021/22, DOUGLAS generated sales of 3.65 billion euros with a focus on fragrances, make-up, skin care, hair care, health care and accessories. For more information visit the [DOUGLAS website](#).

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