

Nina Pütz to become new CEO of parfumdreams & Niche Beauty - Steven Mattwig to leave the DOUGLAS Group

- As of 1 March 2025, Nina Pütz, who brings a profound track record in e-commerce and retail, will take over as Senior Vice President (SVP) / CEO parfumdreams & Niche Beauty
- Steven Mattwig, currently Senior Vice President (SVP) / CEO parfumdreams & Niche Beauty, will leave the DOUGLAS Group to pursue a new challenge outside the company

Düsseldorf, 6 February 2025 - The DOUGLAS Group, Europe's number one omnichannel destination for premium beauty, today announced a change in the leadership team of its brands parfumdreams & Niche Beauty: After more than six years in different functions at the DOUGLAS Group, Steven Mattwig, currently Senior Vice President (SVP) / CEO parfumdreams & Niche Beauty, will leave the DOUGLAS Group to pursue a new challenge outside the company. As of 1 March 2025, Nina Pütz will take over as SVP / CEO of parfumdreams & Niche Beauty.

Nina Pütz brings more than 20 years of experience in various leading positions in e-commerce and retail. Most recently, she served as the CEO & Managing Director of Ratepay, an online payment provider, where she successfully transformed the company and established a foundation for future growth through technical scaling and automation. Before her tenure at Ratepay, Nina Pütz was the CEO of the online shopping club brands4friends. She also held multiple roles in general management, business development, strategy, and category management at eBay. Nina Pütz began her career in offline retail with Peek & Cloppenburg, giving her a comprehensive understanding of both online and offline business environments. In addition to her strong leadership skills, she is also a passionate public speaker and the author of the book "Die Macherinnen - So geht Unternehmen!"

"We are really happy to have won Nina for our team. Her experience in e-commerce and retail, combined with her entrepreneurial mindset and strong hands-on mentality will be a great asset to parfumdreams and Niche Beauty," said Philipp André, CCO DOUGLAS Group and responsible for the two brands. "We are looking forward to her growing parfumdreams and Niche Beauty even further and implementing our strategy 'Let it Bloom'. We look forward to our future collaboration and wish Nina a great start."

Steven Mattwig joined DOUGLAS in October 2018 as Director E-Commerce International & Marketplace and was decisive in establishing and developing the partner program and accelerating DOUGLAS' E-Commerce growth. Early 2021, Steven Mattwig took over the position of SVP / CEO of parfumdreams and as of January 2023 as SVP / CEO for parfumdreams & Niche Beauty. Under his leadership, parfumdreams, Akzente and Niche Beauty have made significant progress including the repositioning of parfumdreams as important part of the dual brand strategy with DOUGLAS. At the same time, Niche Beauty has been revitalized as a strong growing luxury player with a unique assortment.

"We would like to thank Steven for his commitment and his invaluable contribution to the growth of parfumdreams and Niche Beauty. With his strategic mindset and entrepreneurial spirit, Steven has not only successfully driven the business over the past years but has also built a strong team. We wish him continued success for the future", said Philipp André.

The commercial brands parfumdreams and Niche Beauty both belong to the DOUGLAS Group. Parfumdreams offers its customers a wider selection of beauty products at attractive prices through their online shop and across several stores under the brand Akzente in Germany. Headquartered in Hamburg, the luxury subsidiary company, Niche Beauty, has dedicated itself fully to crafting an online shop that offers the world's most exciting and sophisticated cosmetics brands. In carefully curated collections, customers can find premium and niche products, some of which are only known to insiders.

About the DOUGLAS Group

The DOUGLAS Group, with its commercial brands DOUGLAS, NOCIBÉ, parfumdreams and Niche Beauty, is the number one omnichannel premium beauty destination in Europe. The DOUGLAS Group is inspiring customers to live their own kind of beauty by offering a unique assortment online and in around 1,880 stores. With unparalleled size and access to customers, the DOUGLAS Group is the partner of choice for brands and offers a premium range of selective and exclusive brands as well as own corporate brands. The assortment includes fragrances, color cosmetics, skin care, hair care, accessories as well as beauty services. Strengthening its successful omnichannel positioning while consistently developing superior customer experience is at the heart of the DOUGLAS Group strategy "Let it Bloom". The winning business model is underpinned by the Group's omnichannel proposition, leading brands, and data capabilities. In the financial year 2023/24, the DOUGLAS Group generated sales of around 4.5 billion euros and employed around 19,200 people across Europe. It was named the World's Top Company for Women in 2025 among all retail and wholesale companies by Forbes. The DOUGLAS Group (Douglas AG) is listed at the Frankfurt Stock Exchange.

For more information, visit the [DOUGLAS Group website](#).

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