

Holy AG and Outletcity Metzingen GmbH merge into **OUTLET/CITY AG**



Until now, Holy AG and its daughter company, Outletcity Metzingen GmbH have operated as separate entities on the market. As of 20th September 2022, Outletcity Metzingen GmbH was absorbed by its parent company, Holy AG which was then renamed to Outletcity AG.

“Through this fusion, the weight of Outletcity’s brand recognition remains preserved and simultaneously administrative processes have become leaner” explains Michael Henseling, CFO of Outletcity AG.

Following the merger, the board was expanded to include the functions of Chief Digital Officer (CDO) and the Chief Operating Officer (COO).

The newest executive member is Regine Schoellkopf-Pinakidis. She came to Metzingen in 2012 as retail manager, after working in the same capacity at a famous German fashion label. Starting 2019, she took the position of Director Sales Channel Onsite and is today both the first female and the youngest member of the board.

“With Regine Schoellkopf-Pinakidis in our leadership, we are introducing a generational

change. In her new role, she will be taking responsibility for business operations on site. Responsibilities regarding B2B management, marketing and customer management will be shared with Stefan Hoffman in his new role as CDO,” says Wolfgang Bauer, CEO of Outletcity AG.

Stefan Hoffman, who has until now functioned as Managing Director Digital & Customer and has been instrumental for the success story of the Outletcity Online Shop, will from now on take the position of CDO.

“With the reformation of our board of executives, I see a great opportunity to continue the work we started with our Omnichannel Project. By moving in this direction, we have achieved a unique market position in the Outlet business and even in the general retail environment. Now we can operate our network with even greater synergy,” says Bauer.

René Kamm, who joined Outletcity Metzingen in March of 2020 as Managing Director, left the company at the end of August to return to Switzerland and tackle new challenges.

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Alongside the change of the company's name, the One Roof project has largely been completed. The project's aim was to unite all employees under one roof in the building at Hugo Boss Platz 4 and end a longstanding physical separation. The new facilities, offices, meeting rooms and individual working spaces were designed by the blocher partners architectural office.