



**SERGE BRUNSCHWIG APPOINTED CEO OF JIL SANDER
AND CHIEF STRATEGY OFFICER OF OTB GROUP**

Milan, 5 February 2025 – OTB has announced the appointment of Serge Brunschwig as CEO of Jil Sander and Chief Strategy Officer of OTB Group, effective February 5. He will report to Ubaldo Minelli, OTB Group CEO.

"We are delighted to welcome Serge Brunschwig to our Group. In his role as CEO of Jil Sander, Serge will aim to further elevate the positioning of this brand with invaluable potential, carefully and strategically guiding its growth trajectory. Thanks to his experience and international vision, he will also contribute to defining an even more ambitious strategic path for OTB.", said **Ubaldo Minelli**, OTB Group CEO.

Serge Brunschwig has a long career in the luxury sector at an international level. After joining LVMH in 1995, he has taken on leadership roles over the years in various companies within the Group. He was CEO and President of Fendi, President of Dior Homme, COO of Christian Dior Couture and CEO of Celine, in addition to holding key managerial positions at international level with Louis Vuitton and Sephora. Brunschwig holds degrees from École Polytechnique, École Nationale Supérieure des Télécommunications and Sciences-PO in Paris.