

Van de Velde

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Regulated information – inside information

Van de Velde Announces CEO succession: Marc Dambremez to succeed Karel Verlinde

The Board of Directors of Van de Velde (Euronext Brussels: VAN) announces the appointment of Marc Dambremez as Chief Executive Officer, effective 31 August 2026. He will succeed Karel Verlinde, who has chosen to leave the organization after seven years.

Marc Dambremez joins Van de Velde from Levi Strauss & Co., where he held leadership positions such as Managing Director Asia Pacific, Managing Director Retail Outlets EMEA and Vice President, Global Retail, Real Estate & Franchise. With more than 15 years of international experience in the fashion industry, Marc brings deep expertise in brand-led growth, international retail, and consumer engagement. He will be tasked with accelerating Van de Velde's next phase of growth while preserving its longstanding heritage of craftsmanship and quality.

Commenting on the appointment, Yvan Jansen, Chairman of the Board of Directors, said: *"Marc brings strong fashion expertise and a consumer-centric mindset to strengthen and scale our brands at a time when global brand relevance and speed to consumer are critical. We are confident he will lead Van de Velde toward sustainable growth and long-term value creation."*

Marc Dambremez stated: *"I am honored to become CEO of Van de Velde. The strength of the brands and the opportunities ahead are compelling, and I look forward to building a high-performance culture that places the consumer at the heart of the strategy. My focus will be on accelerating momentum across our core markets."*

Marc Dambremez will assume the role of Chief Executive Officer on 31 August 2026. Until that date, Karel Verlinde will remain Chief Executive Officer and will support a structured transition.

Karel Verlinde, CEO since 2022, commented: *"After seven highly fulfilling years at Van de Velde, first as CFO and subsequently as CEO, it is time for a new chapter. It has been a privilege to steer the company, and I am incredibly proud of our people and their commitment to creating the world's finest lingerie."*

The Board of Directors expressed its deep gratitude for Karel Verlinde's leadership during a transformative period for the company. *"We sincerely thank Karel for his unwavering commitment and significant contributions throughout a challenging era for our industry,"* noted Yvan Jansen.



Van de Velde creates fashionable lingerie of superior quality with its premium, complementary brands Primadonna, Marie Jo and Sarda. We believe in 'We ignite the power in women': we want to make a difference in women's lives with our beautiful and perfectly fitting lingerie, by lifting their self-confidence and self-image. For us, an impeccable in-store service is key, an approach which we have consolidated in our Lingerie Styling Concept.

We work in close partnership with 3,600 independent lingerie boutiques worldwide. In addition, we have our own retail network with retail brands Rigby & Peller and Lincherie. Our geographical center of gravity is Europe and North America. Van de Velde employs 1,500 employees and is listed on Euronext Brussels.

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