

Profile: Lothar Reiff
Born 1954 in Reutlingen, Germany



After 27 years in management positions with Hugo Boss as a product manager, creative director and member of the management board, Lothar Reiff founded his own consulting firm **LOTHAR REIFF CONSULTANCY** in Cologne during 2007.

As an internationaler fashion advisor and management consultant, Lothar Reiff is specialized in the areas of fashion, luxury and lifestyle.

Consulting Focus/Practice:

Supervisory and advisory board positions in various fashion companies
Corporate strategy
Design, creative management, product management
Brand management, brand architecture
Marketing/communications
Licensing
M&A advisory (brand and product due diligence)
Talent search

Statement Lothar Reiff:

*“Wolford is an exciting, international brand with great charisma and potential.
I look forward to this new assignment and to working together with the Management Board
and my colleagues on the Supervisory Board.*

*I believe I can provide WOLFORD’s management with competent, creative support in the
strategic direction of the company based on my many years of experience in the international
fashion and luxury business.”*