



## **JACK WOLFSKIN Fortifies Footwear Division, Names Selim Say Vice President Footwear**



**Idstein, 10 June 2021** – As part of its new strategic direction under CEO Richard Collier, JACK WOLFSKIN is strengthening its Footwear division and making it a primary focus for the brand. On June 1st, the company appointed celebrated footwear industry leader Selim Say (49) to the newly created position of Vice President Footwear. In this position, he is responsible for JACK WOLFSKIN's entire footwear segment and is responsible for its strategic development and product innovations. Selim Say reports directly to Richard Collier.

"We see great potential in our footwear business and would like to further expand it in a targeted manner in the future as one of our strategic focus areas," Collier said. "To this end, we have created the position of Vice President Footwear. We are delighted to have been able to appoint Selim Say, a highly motivated and experienced industry expert, to expand and develop this important business segment. Selim Say has a good understanding of our core markets and many years of experience in footwear. Together with him, we want to take our entire footwear collection to the next level and strengthen its importance in our overall assortment."

Say added: "I am looking forward to the opportunity to bring the expertise I have built up over many years in the footwear industry to JACK WOLFSKIN as a leading outdoor supplier. The interplay between technical innovation, performance and sustainability has been an important part of the brand's success since its founding and will also be central to my work. The footwear market needs strong and reliable partners who understand and can implement consumer trends and demands. I am convinced that there is still great potential for the footwear segment at JACK WOLFSKIN, which I would like to tap into with my work for the company."

Selim Say joins JACK WOLFSKIN from KEEN, the US provider of outdoor footwear and sandals. There, as Director Product and Merchandising EMEA, he was responsible for product management and collection strategy for Europe, the Middle East and Africa. In this position he worked closely with international customers, associations and sales, and developed a very good understanding of the international markets. Selim Say worked for over 20 years in various positions in the footwear sector, including companies such as Timberland and ECCO. His first temporary job was in one of the outdoor stores of JACK WOLFSKIN founder Ulrich Dausien. For him, after more than 30 years of professional experience in retail, sales and product management, his career has now come full circle. Say lives in Frankfurt.

#### **ABOUT JACK WOLFSKIN**

JACK WOLFSKIN is one of the leading providers of premium quality outdoor apparel, footwear and equipment in Europe and the largest franchisor in the sports retail market in Germany. JACK WOLFSKIN products are currently available in more than 540 JACK WOLFSKIN stores and at over 4,000 points of sale worldwide. JACK WOLFSKIN products are renowned for their optimised functionality, high quality and exceptional innovation. In recent years the specialist outdoor brand has captured a large share of the market with numerous new products and materials. JACK WOLFSKIN is also a pioneer of the first order when it comes to sustainability. The company has been a member of the Fair Wear Foundation since 2010 and was awarded FWF Leader status every year since 2014. JACK WOLFSKIN is also a bluesign® system partner since 2011. The company is head-quartered in Idstein, in the Taunus region of Germany and currently employs over 1,440 people worldwide.

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