

Press release

New dual leadership at Karlowsky Fashion

The management of Magdeburg's traditional company Karlowsky Fashion GmbH remains firmly in the hands of the family: Niels Karlowsky switched to the management on 01 January 2023 and will in future lead the company's fortunes alongside his father Thomas Karlowsky.

Magdeburg, 09.02.2023 – The workwear specialist from the heart of Germany is now run by the fifth generation of the Karlowsky family. The name "Karlowsky" is not only an expression of one of the most successful textile companies in the new federal states of Germany, but has also been the brands essence for more than 130 years. It stands for quality, innovation, tradition, sustainability and service and is known beyond the borders of Europe.

"After more than three decades alone at the head of our family heritage and building up a strong medium-sized company after reunification of Germany, it is a great pleasure for me to now manage the business together with my son Niels. The areas of digitalisation, internationalisation and sustainability in particular are important topics that can now be focused on even more through Niels' move to the management. The change is an important impulse that will pave the way for the company's future," says Managing Director Thomas Karlowsky about the new dual leadership.

33-year-old Niels Karlowsky has known the company, its goals and visions since his childhood. He has also been with the company for almost 10 years and has taken on more and more tasks and responsibilities over time. Most recently, the areas of export, strategic corporate development as well as the management of IT and marketing were in his hands.

"In my new role as Managing Director, I am looking forward to further advancing my father's visions as well as contributing my own visions and thus helping to shape the future of the company even more intensively," says Niels Karlowsky about his new position. The new co-managing director sees the establishment and expansion of international markets and the topic of product and company sustainability as a particular prioritisation of his medium-term tasks: "In our industry, we constantly have to deal with strong international competition, which we will face with innovative, sustainable products and unique digital solutions."

Passion, know-how and innovation are passed on to the next generation with the addition of Niels Karlowsky to the management team. Future-proof and with new momentum, Karlowsky Fashion GmbH thus enters the next great chapter in its long company history.

You can find more information about the company, its products and downloadable images at: www.karlowsky.de/en.



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