

## Press Release

Hamburg, 18 September 2025

### **bonprix gains Kerstin Pape as Vice President Customer & Sales**

**A renowned newcomer joins the management team of the bonprix fashion brand on 15 September 2025: Kerstin Pape takes over the management of Europe-wide sales as Vice President Customer & Sales. The position is closely linked to bonprix's consistent customer focus, which the retail and marketing expert will continue to drive forward strategically. She reports directly to Dr Torben Hansen, CEO of bonprix.**

Kerstin Pape comes from North Rhine-Westphalia and has over 25 years of experience in marketing, direct sales and customer experience as well as many years of management expertise - also in an international context. With immediate effect, she and her team will be responsible for the strategic direction and commercial performance in all bonprix markets. The fashion brand with a focus on a predominantly female target group is represented with its own online shops in 16 European countries and additional B2B business.

"I am very much looking forward to working with Kerstin and am convinced that her extensive experience and strong creative drive will enrich our company and further strengthen our market position in Europe," says Dr Torben Hansen. "With her, we are gaining an inspiring leader with a deep understanding of our customers and the dynamics of the European market."

### **Clear agenda for the further development of the bonprix brand in Europe**

Most recently, Kerstin Pape held top management positions, for example at Tennis-Point and Lidl Digital. She also worked at OTTO from 2000 to 2005 and from 2011 to 2019, most recently as Head of Online Marketing. The business graduate is looking forward to her new role: "I'm looking forward to working with my team to further develop bonprix's sales activities in a rapidly changing fashion market and make the brand even more relevant for our target group in Europe," says Kerstin Pape. "My approach is clear: the customers determine our course. We want to anticipate their needs at an early stage and put them even more centre stage with attitude and tailor-made offers."

In her position, Kerstin Pape succeeds Cyril Ninnemann, who decided to take on a new professional challenge outside the Group this year. With the change in personnel, the division will also be renamed from "European Sales Management" to "Customer & Sales", underlining bonprix's commitment to a consistent customer focus.

## About bonprix

With online shops in 16 European countries and additional B2B business in several markets, bonprix offers its mainly female target group fashion with a strong value-for-money proposition. The e-commerce company, founded in 1986, today reaches approximately 10 million active customers annually. With a revenue of 1.24 billion euros in Europe in the fiscal year 2024/2025, bonprix is among the strongest revenue-generating brand concepts of the Otto Group. Around 1,500 employees are based at the Hamburg headquarter and at other locations in Poland, Italy, and France.

The diverse product range includes womenswear and accessories, complementary assortments for men and children, as well as selected home and living products. bonprix stands for fashion produced in-house in a wide variety of styles and sizes, and pursues an ambitious sustainability commitment.

For more information, visit [en.bonprix.de/corporate](https://en.bonprix.de/corporate)

## Press downloads

[en.bonprix.de/corporate/newsroom](https://en.bonprix.de/corporate/newsroom) and on request (Copyright: bonprix)

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