

## Press Release

Valdengo, 5 November 2025

### **Italy: bonprix Location in Valdengo - Continuity, Innovation and Local Strength under Female Leadership**

**bonprix S.r.l. confirms its ongoing engagement in Valdengo as an active and important hub within the European bonprix group and the Otto Group. Under the leadership of its new Managing Director, Sabrina Calabrese, who assumed the role on August 1, the company reaffirms both continuity and innovation at its Italian site.**

For 28 years, bonprix has been rooted in Valdengo, currently employing around 80 specialists across e-commerce, marketing and customer service. As part of the Hamburg-based Otto Group, bonprix operates in 16 European countries, serving about 10 million customers annually with an extensive range of fashion and lifestyle products. The company stands for affordable fashion designed inhouse in a wide variety of styles and sizes and a strong commitment to sustainability. "Our bonprix office is an integral part of the business region in Valdengo," says Sabrina Calabrese, Managing Director of bonprix Italy. "As one of four European entities on site contributing to bonprix's evolution as a fashion brand, we combine our local expertise and knowledge with the strengths of an international organization."

#### **A renewed local role within an international matrix**

Since September 2024, bonprix Italy has been firmly integrated into the group's future-oriented international matrix structure, which promotes close collaboration and knowledge-sharing among the German headquarter and the three European sites in Poland, France and in Italy. This setup enables the local team in Valdengo with its focus on customer experience to benefit from shared expertise while contributing to the overall success of the bonprix brand.

As part of the implementation of the matrix organisation in 2024, Sabrina Calabrese and Cyril Ninnemann designed the initial transition as a tandem. Since 1 August 2025, Sabrina has been at the helm of the Italian headquarters, while Cyril Ninnemann has taken on a role outside the Otto Group in Germany.

#### **Part of the Valdengo Digital Hub**

With the establishment of the Valdengo Digital Hub (VDH) in 2023, a centre for digital innovation, know-how and dynamic sustainable collaboration has evolved in the region. It functions as a joint space shared by three companies. In addition to **bonprix S.r.l.**, the Italian branch of the European bonprix brand, there is **Hubrise S.r.l.** This company is as a fully owned subsidiary of bonprix Italy focussing on innovative e-commerce and customer service solutions.

**Hermes Fulfilment Italy**, another independently operating company from the Otto Group, is also part of the VDH. In August 2023, Hermes Fulfilment took over the Valdengo (BI) warehouse, previously owned by bonprix Italy, and transformed it into a strategic logistics hub for southern Europe. The VDH is not only a physical campus but also a symbol of synergy and change: a place where innovation meets tradition, and where shared expertise supports progress.

“Collaboration within the Valdengo Digital Hub is a real advantage for all of us,” emphasises Sabrina Calabrese. “It allows us to learn from each other, drive innovation together and strengthen the local ecosystem, creating value for our teams, our partners and the region.”

### **Sabrina Calabrese: Leadership with vision**

Sabrina Calabrese’s appointment marks both continuity and renewed energy for bonprix Italy. Having built her career within the company and stations in Germany and Italy, she exemplifies internal growth, talent development and inclusive leadership. Her strategic focus lies on digital innovation, customer experience and organisational development – key levers for sustainable business growth. As a woman in a top executive role, Sabrina Calabrese also represents bonprix’s broader commitment to gender diversity and equal opportunity within the fashion industry. Her leadership style reflects the company’s people-first culture and belief in empowerment.

“What drives me most is helping people grow and believe in themselves. I see leadership as a continuous learning journey – one that starts with self-reflection and thrives on trust, collaboration and shared purpose,” she adds. “For bonprix Italy, my goal is to strengthen our position as a dynamic, forward-looking organisation that combines international expertise with local excellence. I want to continue building a culture where innovation, collaboration and people development go hand in hand.”

### **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)

## **Press contacts**

### **Hamburg headquarters**

bonprix Handelsgesellschaft mbH

Katharina Schlensker: +49 (0)40 6462 2070

### **bonprix S.r.l.**

Sara Giordani: +39 3472715128

E-Mail: [corporate@bonprix.net](mailto:corporate@bonprix.net)