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# GEORG JENSEN

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## GEORG JENSEN APPOINTS FRANCESCO PESCI AS NEW CEO

02 November 2017.

Georg Jensen, the leading Scandinavian design brand, today announces the appointment of Francesco Pesci as Chief Executive Officer. Mr. Pesci succeeds Eva-Lotta Sjøstedt as CEO after having served on the Board of Georg Jensen since December 2016 and as Executive Chairman since July.

Mr. Pesci will expand the business on the omni-channel platform established under Eva-Lotta Sjøstedt's leadership. He is an experienced executive with a strong track record from globally renowned brands Brioni and Casa Damiani. Drawing on more than twenty years of experience in the luxury industry and his in-depth knowledge of Georg Jensen, he brings the strategic

understanding and execution power necessary to drive the brand's transformation and build an even stronger business. Georg Jensen will leverage Mr. Pesci's extensive experience within luxury brand positioning and business development to accelerate growth across product categories and geographic regions.

"We are confident that Francesco Pesci's experience and competencies will contribute greatly to the growth and transformation of Georg Jensen into a truly global brand by leveraging our Scandinavian heritage," said Andrea Davis, director of Georg Jensen.

"I have been truly impressed with the unique craftsmanship and products of Georg Jensen since I joined the Board of Directors, and I look forward to working even closer with the company's dedicated management team and employees to continue the positive development and accelerate global growth," said CEO Francesco Pesci.

Eva-Lotta Sjøstedt will be available to Georg Jensen in a transition period to facilitate a smooth management change.

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### About Georg Jensen:

Georg Jensen is a leading Scandinavian design brand renowned for artistic innovation, superior craftsmanship and visionary collaborations with leading artists and designers. Founded in 1904 by master silversmith Georg Jensen, the company creates Scandinavian designed products including a home collection, jewellery, sterling silverware and watches. Globally, Georg Jensen has more than 100 stores in 13 countries. [www.georgjensen.com](http://www.georgjensen.com)