



Stefan Lässig in the middle, surrounded by the Lässig team at Kind+Jugend in Cologne at the beginning of September | ©Lässig GmbH

STEFAN LÄSSIG LEAVES THE MANAGEMENT BOARD OF LÄSSIG GMBH

Babenhhausen, December 21, 2023 – As of December 31, 2023, Stefan Lässig, co-founder and managing partner of Lässig GmbH, will leave the company. Starting January 1, 2024, he will support the company as a consultant.

Since the family business was founded in 2006, Stefan Lässig has played a key role in its development into a lifestyle brand with an international presence. Under his leadership, the company has expanded to over 50 international markets in the last 17 years and now employs around 150 people.

LÄSSIG values the ongoing collaboration with Stefan Lässig, who will act as a consultant from 2024. Stefan Lässig himself emphasizes his new role: „This is the beginning of a new phase in my life. Although I am stepping down from my role as Managing Director, I will keep close ties with the company and look forward to continuing to make a significant contribution to the successful future of Lässig GmbH.“

Claudia Lässig, Managing Director of Lässig GmbH, is optimistic about the future: „With Stefan Lässig leaving the company, we are closing a defining chapter for our company. At the same time, we are looking forward to continuing the success story of LÄSSIG in a new constellation as a strong team.“

Claudia Lässig, co-founder of Lässig GmbH, Andrea Sibylle Ebinger and Karin Heinrich, will continue to run the company as managing partners with a new structure and powerful line-up from January 1, 2024.

ABOUT LÄSSIG

Lässig GmbH, which was founded by Claudia and Stefan Lässig, is an internationally successful lifestyle company with its headquarters in Babenhhausen, Hesse. From the very beginning, the entire **LÄSSIG** team has worked to show that profitability, social commitment and sustainability are not mutually exclusive in an innovative company.

For more than 15 years, the LÄSSIG brand offers high-quality, sustainable, stylish and functional fashion and lifestyle products for babies, children and parents. These are created with great attention to detail and meet the demands of modern, active, environmentally conscious families. All styles inspire with a contemporary eco design and score with many great features that make everyday family life easier for babies, children and parents. They also grow with the needs of each individual family member. The products can be found in 50 countries in stationary stores and online stores as well as in the company's own online store.

Since 2022, **PALOPA**, the new brand from LÄSSIG, offers innovative dog products that optimally meet the needs of the beloved four-legged friends as well as the demands of dog owners. High-quality as well as sustainable – out of love for animals, people and nature.

Further information at: www.laessig-fashion.com and at www.palopa-pets.com