

MQ Holding AB

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INGVAR LARSSON NEW CEO OF MQ

Ingvar Larsson has been appointed as the new President and CEO of the MQ Group. He will take up the post on 20 August 2018.

“I am delighted with the appointment of Ingvar Larsson, who brings to MQ extensive experience and knowledge of the fashion industry. With his background and leadership he can take the MQ Group forward to the next level, with all the challenges and opportunities this sector has to offer,” says Claes-Göran Sylvén, Chairman of the MQ Group board.

Ingvar Larsson has many years of experience in the fashion industry and has held several management positions, both in Sweden and internationally. He was President and CEO of Lindex until autumn 2017, having previously been a Country Manager at Lindex and before that at H&M.

“I look forward to an exciting, enjoyable, challenging journey alongside the whole team at the MQ Group, always aiming to bring current and future customers the best possible fashion offering. There is a strong platform to build on here, with a unique position as Sweden’s leading retailer of fashion brands. I am convinced the Group has tremendous potential as well as many areas that can be developed. I look forward to ensuring that we can meet our customers’ expectations in the best way, and take positive action in the rapid transformation currently under way in the retail sector,” says incoming CEO Ingvar Larsson.

Contact details

Claes-Göran Sylvén, Chairman of the Board
+46 (0)708 54 99 64

Ingvar Larsson, incoming President and CEO
+46 (0)727 35 50 30

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MQ Holding AB owns and operates fashion stores under two business areas: MQ and Joy. MQ is Sweden’s largest retailer of fashion brands today. Through a combination of proprietary and external brands, MQ offers high-fashion menswear and womenswear in attractive stores. Joy targets fashion-conscious women at midlife who desire excellent quality, fit and comfort. The two business areas currently comprise a total of 174 stores as well as online shopping. The MQ Holding share has been listed on the NASDAQ OMX in Stockholm since 18 June 2010. For more information, see www.mq.se