

MQ Holding AB

CORRECTION OF PRESS RELEASE, August 22nd 2019
Correction refers to inaccurate numbers of stores and contact information



Ylva Morud is MQ's new Head of Design- and Buying

Ylva Morud is the new Head of Design- and Buying at MQ. Ylva comes from a position as Head of Buying at Weekday where she is responsible for both internal and external brands at buying and design. Ylva will take up the position as Head of Design- and Buying at MQ from 1st November 2019.

Ylva has long experience from retail and has had several positions within HM, including Head of Buying at &other stories and several manager positions in the buying organization at HM. Ylva also established the global buying organisation for the production organisation.

"I look forward to becoming part of a company with such great potential as MQ and hope to contribute with all the experience I have got from all my years in the retail business" says Ylva Morud.

"MQ is facing an exciting and awaited change and the leadership, knowledge and experience Ylva brings will be very important and significant for us. It is with great joy we welcome Ylva to MQ and we are convinced she will add a lot to the development of our total customer offer" says Ingvar Larsson, President and CEO at MQ Holding.

MQ Holding AB owns and operates fashion stores under two business areas: MQ and Joy. MQ is Sweden's largest retailer of fashion brands. Through a select mix 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 166 stores as well as online sales. The MQ Holding share has been listed on Nasdaq OMX Stockholm since June 18th 2010. For more information, please visit our website at www.mq.se