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REBELLE

PRESS RELEASE

REBELLE founder steps aside as CEO

- Cécile Wickmann steps aside from the management of REBELLE
- Max Schönemann, co-founder and former COO takes over as new CEO
- Tim Sobek will take on new position of Head of Marketing

Hamburg, December 3rd 2020 – After seven years, Cécile Wickmann, founder of REBELLE-StyleRemains GmbH, has decided to step aside from her role as CEO at the of 2020. Wickmann will be succeeded by Max Schönemann, co-founder and current COO of REBELLE. The newly created position of Head of Marketing will be filled by Tim Sobek, who has already represented Wickmann as Interim Marketing Manager during her parental leave in the last six months.

Cécile Wickmann (36), CEO of REBELLE - StyleRemains GmbH:

"After almost eight years of building REBELLE, I am very proud of our great team, our unique culture and the dynamic company we have built together. With the mission to make REBELLE the first address for second-hand designer fashion in Germany and Europe, we have not only digitized an entire industry, but have shown that designer fashion and second-hand are not contradictory. With REBELLE's business model, we have taken an unconventional and sustainable path within the luxury fashion industry from the very beginning and have made second-hand fashion salonaable.

Now REBELLE is grown up and I have decided to give up my operative role in order to spend more time with my little daughter, my family and at some point with new tasks. I am very happy that my co-founder Max will take over the position of CEO and Tim Sobek the position of Head of Marketing and I have full confidence in both of them to continue REBELLE's exciting growth story."

Max Schönemann (41), COO REBELLE-StyleRemains GmbH:

"Cécile's vision and vigor in building REBELLE has been exceptional and visionary. She leaves the company at the peak of our success story. We are very glad that she will remain on board on this exciting journey in a strategic advisory role. The shareholders and the team of REBELLE deeply regret Cécile's decision and wish her all the best.

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Tim Sobek as new Head of Marketing

In the newly created role as Head of Marketing, Tim Sobek is now responsible for the strategic marketing development and for all digital sales channels. The 38-year-old, who has already been with REBELLE since 2018 - most recently in the position of Senior Online Marketing Manager - comes from myclassico.com.

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