

The bonprix trio behind “fashion connect”

In planning their “fashion connect” concept, bonprix adopted a strong interdisciplinary approach, working with experts from a range of different areas. Three decisive drivers behind the project were Rien Jansen, Daniel Füchtenschnieder and Markus Fuchshofen. The joint vision of Rien Jansen, bonprix’s long-serving Head of Purchasing, Marketing & Retail, and Daniel Füchtenschnieder, Head of bonprix Retail, was to create an exciting new retail concept for customers. The project was realised by Füchtenschnieder. He and his team dedicated almost two years to compiling the innovative, systematic “fashion connect” idea. Markus Fuchshofen, Head of E-Commerce, Sales Germany & Brand, and responsible for establishing and driving bonprix’s successful e-commerce sector, brought his extensive online expertise to the table. Common e-commerce disciplines such as app development and UX design were, and continue to be, integrated to promote the transfer of know-how to traditional retail.



The bonprix Trio behind „fashion connect”: Rien Jansen, Daniel Füchtenschnieder und Markus Fuchshofen (from left to right). Copyright: bonprix

Rien Jansen**Head of Purchasing, Marketing & Retail, bonprix Handelsgesellschaft mbH**

Rien Jansen was born in 1956 in Amsterdam/Netherlands and has headed up Purchasing, Marketing & Retail as part of bonprix's Executive Board since 2010. He was CEO at Logo International B.V. from 2006-2010, and before that spent twelve years on the Board at WE Europe where he was responsible for Purchasing, Merchandising & Design. Jansen holds a degree in engineering from the Amsterdam Fashion Institute (AMFI).

Rien Jansen sits on the advisory board at both H.I.S. Textil GmbH and Du Pon en de Bruin, and is a member of the supervisory board at Schwab Versand GmbH. He is married and has four children.

Daniel Füchtenschnieder**Head of bonprix Retail GmbH**

Daniel Füchtenschnieder was born in 1977 in Bielefeld/Germany and been in charge of bonprix Retail GmbH since 2016. The industrial business manager started his career path in 2002 as Head of Sales and Retail Manager at Seidensticker GmbH. Later, he took up positions at Daniel Hechter, Lagerfeld and Ahlers AG. In 2012, was made Head of Retail, Franchise & E-Commerce at zero clothing GmbH & Co. KG before finally joining bonprix. He is married and has one child.

Markus Fuchshofen**Head of E-Commerce, Sales Germany & Brand, bonprix Handelsgesellschaft mbH**

Markus Fuchshofen was born in 1966 in Recklinghausen/Germany and joined bonprix in 1994 as a controller. He worked in a number of different areas before establishing bonprix's German online shop in 1997 and overseeing the subsequent international roll-out. As Head of E-Commerce, Sales Germany & Brand, Fuchshofen has been a member of bonprix's Executive Board since July 2016. His expertise lies within linked retail concepts, digital transformation, new work models, digital trends from China and visual AI. Fuchshofen gained a degree in business studies in Münster and Los Angeles. He is married and has two children.

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