



28 September, 2010
PRESS RELEASE

Frank Dandy match growth with underwear expertise

Frank Dandy Superwear puts product development in focus and recruits Lollo Abrahamsson Hildebeck, founder of Björn Borg underwear, and Marika Gross, with long experience from underwear brand Jockey, to coordinate Frank Dandy's product development and lead the company's purchasing department.

The duo has in recent years worked successfully with production and purchasing as agents, focused on the underwear and beachwear segments. Together, they possess great experience in production, logistics and purchasing and has since the 80s been active in the underwear business in Sweden and internationally.

"What Lollo and Marika don't know about underwear is not worth knowing. They bring to Frank Dandy extraordinary expertise in production and an extensive production network. Together with the recruitment of Musse Hasselvall as creative director, we have a fantastic team to continue our product development and to support our strong phase of international expansion", says Susanna Bervå, CEO Frank Dandy Superwear.

"Frank Dandy is an innovative brand with attitude. Marika and I have followed the brand for some time and are extremely pleased to now be part of an underwear brand with such growth potential internationally. We complement the existing organization well and together we got what it takes to push Frank Dandy to the next level", says Lollo Abrahamsson Hildebeck, Production Manager.

Lollo Abrahamsson Hildebeck and Marika Gross will also invest in Frank Dandy AB and join the management team.

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FRANK DANDY AB

Frank Dandy AB develops and manages the Frank Dandy Superwear brand, currently expanding in the Scandinavian, European, Australian, Japanese and North American markets. Frank Dandy's product areas include underwear, leisurewear, beachwear and accessories. The brand was founded in Sweden 2003 as a reaction against the boring – single coloured - underwear fashion. A series of patterned underwear was launched together with marketing that, in a daring fashion, challenged the traditional view of underwear. Frank Dandy Superwear is today one of Scandinavia's top underwear fashion brands. www.frankdandy.com.