



## Media Information

### **Aleix Busquets Gonzalez to lead C&A's sustainability strategy and programmes**

Düsseldorf, 2.12.2020 – C&A announces that **Aleix Busquets Gonzalez** has been promoted to Director Global Sustainability, effective as of 1 December 2020.

In this role, he will oversee the implementation of C&A's global sustainability strategy, drive its European sustainability programmes and ensure alignment with the brand's sustainability activities in Brazil, Mexico and China.

**Aleix Busquets Gonzalez:** "Sustainability lies at the heart of everything we do. For C&A, sustainability means rethinking how we design our products for their next life. We want to move towards an apparel industry that uses and reuses safe materials, protects ecosystems and provides dignified work for people. We believe in 'circular fashion'. Our vision is to move toward a restorative circular economy, where nothing is wasted in the creation or disposal of our clothing. I am looking forward to work with the team on driving this vision further."

**Giny Boer, future CEO of C&A Europe:** "We believe everyone should be able to look and feel good every day, without compromising the quality of life of those who make our clothes, or the planet we source from. At C&A, we want our customers to trust us to do the right thing, so they can buy our products without having to choose between what's sustainable and what's not."

Aleix Busquets Gonzalez has been with C&A for almost six years. He has been supporting C&A with stakeholder engagement, policy and partnerships and is well known and connected within the apparel industry. In June 2020, Aleix Busquets Gonzalez took over the role as Head of Sustainability ad interim.

Aleix Busquets Gonzalez will report to Giny Boer, future CEO of C&A Europe and Allan Leighton, Chairman of the C&A AG Board of Directors.

### **About C&A**

*C&A is a leading fashion retail brand present in 21 countries worldwide welcomes and provides millions of visitors each day with good quality fashion at affordable prices for their entire family. In Europe, C&A has 1,400 stores. For more information, see <http://www.c-a.com>.*

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