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Jacob Rohner AG takes over BLACKSOCKS SA

As of September 15th, Jacob Rohner AG has acquired BLACKSOCKS SA in its entirety. The co-founder and CEO is transferring leadership to Jacob Rohner AG immediately but will provide advisory support for the next three months. Effective on September 15th, 2023, Hermann Lion assumes the position of Managing Director. For BLACKSOCKS SA customers, there will be no immediate changes. High-quality socks and premium underwear will continue to be offered through subscriptions and single deliveries as usual.

The corporate office in Zurich, along with its employees, will be initially retained.

Hermann Lion, CEO of Jacob Rohner AG, commented on the acquisition: *"BLACKSOCKS, as an internet pioneer, has built an excellent foundation upon which we can further develop the business. The esteemed reputation of BLACKSOCKS will be maintained and evolved as a brand. We see significant potential in production, logistics, and distribution to prepare BLACKSOCKS for the next 25 years. In this endeavor, we aim to exploit synergies, expand them, and integrate our extensive experience.*

This acquisition will position us as a market leader in the D2C channel, and we look forward to serving the customers of BLACKSOCKS with our quality."

The former owner and co-founder of BLACKSOCKS stated: *"In November 1998, we embarked on the journey with BLACKSOCKS and the idea of offering black socks by subscription, which was a bold decision. After almost 25 years, it is time to let my baby grow in a new context. I am aware that I have left my mark on BLACKSOCKS and will always remain the founder. However, it is time to let go and pass on my long-standing experience in the digital world and entrepreneurship in a different way. Starting in 2024, I will take on mandates and provide advisory services. I am confident that my baby is in good hands with Jacob Rohner AG and will continue to thrive. BLACKSOCKS is a perfect fit for Jacob Rohner AG, and I am happy for everyone involved."*

The price details of the acquisition have been kept confidential.